

1/9 **Paradise**

Relax, keep it smooth.



VICTORINOX

PARADISE



Visual Solution

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Which animal(s) did you choose as a visual and why?

Bird, beetle.

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What culture or region does the animal stand for?

México.

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What story does your design tell?

The story of colors of life.

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What style did you choose for your design and why?

Modern pop graphic art

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Please make sure you have filled out your country of origin in your profile! It's important that the regional Victorinox team understands the cultural background of your design.

Tijuana, México. The cultural mix in this area is enormous. From all over the world people come in search for the American Dream, trying to cross the sea to America. Between San Diego and Tijuana exists a huge mixed cultured. Almost like one state, both cities mix in culture.

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Have you used any third-party material? Even if you've modified or combined it, please know that in this project no stock material is accepted. See "Guidelines, regulations & comments" (in the brief)

No.

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To be featured on facebook as the Victorinox "Pick of the Day" please write a short statement about you (see more details in the brief).

Gonzalo. 20 years old. Art student. Musique non stop.

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Creative's profile



Gonzalo Vázquez

Tijuana, Mexico