

## 1/7 Chichen Itza (update)

An ancient city and culture immersed in an artistic current of today's world.



### Solution

Chichen Itza, part of the seven wonders of the world, one of the most iconic places in Mexico and Latin America, famous meeting point for millions of travelers around the world. Chichen Itzá is the hostage city of the famous Kukulcán temple, or pyramid of Chichen Itza is the central of this design, as a Mexican and Mayan icon. In front part of the design, victorinox logo takes the place of the sun, one of the most important elements of the mayan culture, the pyramid of Kukulcán bathes under it's rays in a clear blue sky, always present in Chichen Itza. For the back, the first mayan deity, Kukulcan, better known as Quetzalcoatl, the creator of all things, including the life of man, blows on Chichen Itza, creating life and giving color to our world... Each element and color has it's own meaning. The yellow star, mayan symbol that means creativity and light, the flower, this element is frequently used to represent the Yucatan culture, giving life and color

2/7

## Chichen Itza (update)

An ancient city and culture immersed in an artistic current of today´s world.

Which place, city and country is featured in your design? (place/city/country)

Chichen Itza, Yucatán, Mexico.

3/7

## Chichen Itza (update)

An ancient city and culture immersed in an artistic current of today´s world.

Describe why you have chosen this place as a visual? What story does your design tell?

Chichen Itza is one of the most beautiful and amazing places in the world, this design has elements that describe some of the mayan history and gives an idea to the user who has not visited the city, but want´s to know about the mexican culture.

4/7

## Chichen Itza (update)

An ancient city and culture immersed in an artistic current of today's world.

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

Hi! My name is Francisco Gómez and I'm 20 years old. I live in Aguasclientes, México. I am a graphic designer student. My work is inspired in the ancient city of Chichen Itza, in south México, as one of the seven wonders of the world, I think this is one of the most iconic places for México and all Latin America. My technique is inspired in street art, making a mixture between an ancient culture and an current artistic movement, taking elements from the mayan culture, as color and a few objects

5/7

## Chichen Itza (update)

An ancient city and culture immersed in an artistic current of today´s world.

Please make sure you've filled out your country of origin in your profile and insert your country of origin here:

México.

6/7

## Chichen Itza (update)

An ancient city and culture immersed in an artistic current of today ´s world.

Have you read the " Guidelines, regulations & comments" section in the brief and is this your original work?

Yes indeed.

7/7

## Chichen Itza (update)

An ancient city and culture immersed in an artistic current of today's world.

Creative's profile



**Francisco Gómez**  
Aguascalientes, Mexico

Creative's top 5 skills

Graphic Design