

1/7 **Alpenliebe**

Representing Switzerland and its traditional art.



Solution

Every country and region is represented by its unique cultural heritage, as well as landmarks and own symbols. It is fascinating to discover and recognize these elements in so many different ways. Art is one way of expressing and illustrating feelings and culture, as well as keeping testimony of the local customs for new generations to come. The traditional Swiss craft of paper cutting is a beautiful example. To be able to share such heritage with the world is exciting! Art and love have always been walking on the path of time hand in hand. Both are tied together by feelings and the need of communicating deep emotions. My design is based on the traditional Swiss craft of paper cutting. It is a tribute to the beautiful country of Switzerland, its people, its culture and its traditions.

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

Switzerland

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

The story behind the design is all about love. Love for the love of my life and love for the beautiful country of Switzerland, its people, its culture and its traditions. I personally have never seen a Swiss Army Knife decorated with such a typical Swiss theme. Driven by this opportunity I created a design based on the traditional Swiss craft of paper cutting to represent Switzerland and to illustrate the most beautiful feeling in the world.

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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 Eduard Hawlitschek. I live in Switzerland. My passion for design and my fascination for traditional art are constant motivators to create and discover new impressions. I created this design for Victorinox inspired by my love for this beautiful country and the love of my life. It portrays a typical young couple in love in the mountains and the classic Climb to the Alps, as it heroes the traditional Swiss art of paper cutting. To share such heritage with the world is exciting!

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

Germany

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

Yes, I have. All elements in the design are authentic and my original work.

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Creative's profile



Eduard Hawlitschek

Olten, Switzerland

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