

1/2 VICTORINOX & TENNIS

The most recognisable fabric used in tennis can be found on the tennis ball in itself.



Solution

In most sports, the focal point is the ball itself. For each sport, there is a different ball with different sizes and weights, different fabric, different textures. Most ball sports are recognizable through the overall design of the balls they use to play. Therefore they are recognizable for shape, design but also for the fabric used to create the ball. In my design, the hint is towards tennis (if it wasn't obvious), and I used the tennis ball material as the main actor.

2/2

VICTORINOX & TENNIS

The most recognisable fabric used in tennis can be found on the tennis ball in itself.

Creative's profile



Dan Ioan Cernaianu PRO

Art director

London, United Kingdom

Third party materials used

<https://www.shutterstock.com/image-photo/tennis-ball-freed-on-white-background-1268348170?src=-1SLn6twN1wtPhMXpUW5Cw-2-42>

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Communication
Concept, Web Design