



FG1



FG2

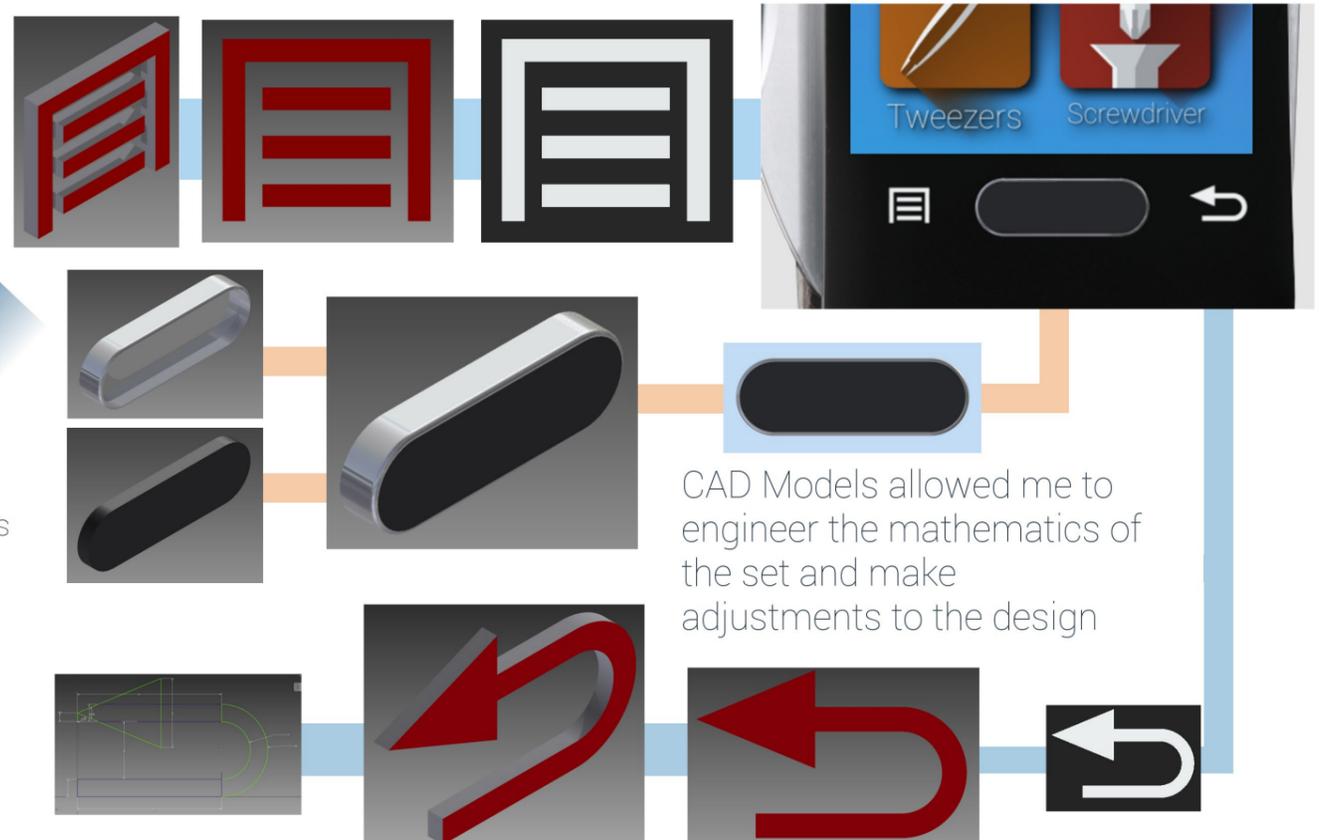
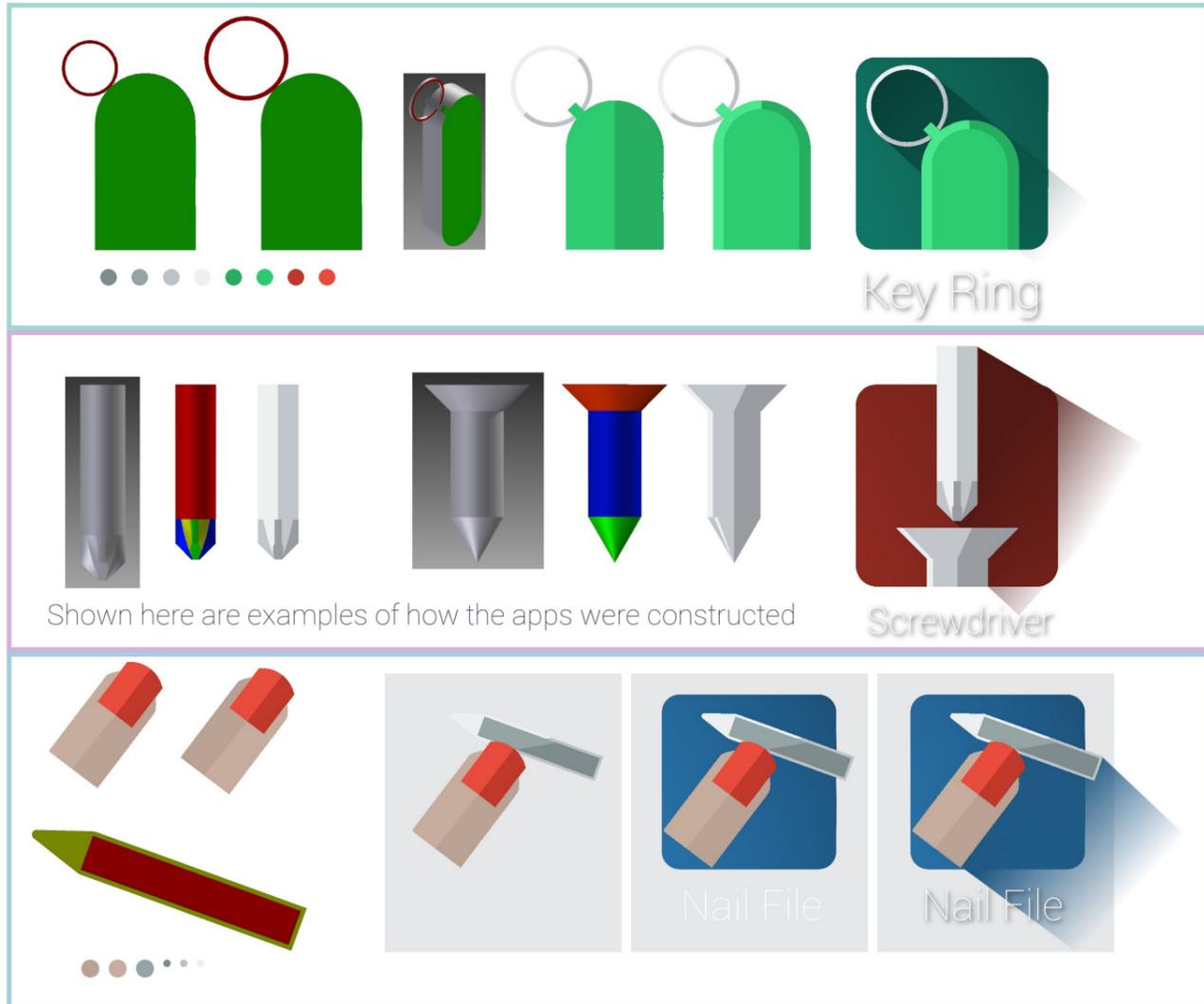


FG3

For the past few years, Victorinox, the makers of the original Swiss Army Knife, have put challenges on the design competition site Jovoto.com. This year I entered three ideas, three presentation images of which can be seen here.

The first idea, 'Applications' (FG1) shows the specific functions of the tool as application icons with the tool itself styled to resemble a current generation smartphone to appeal to the specified target market of 20-30 year olds with novelty value. The second idea, 'Expressions' (FG2) aims to show the expressive potential use of the knife, intending to show the tool as a potential means for creative people to use it to shift the idea that it is a rugged tool solely for DIY work.

The last Idea, 'Spectrums' (FG3) follows on this idea by using the image of a spectrum of colour to represent a diverse user base to show how the knife has a vast range of uses and can be used by anyone.





Victorophone

One Tool
Thousands of uses

Promotional Image One.



Victorophone

One Tool
Thousands of uses



As stated on the first page, the concept for this design was the idea that the Swiss Army Knife is not just for one type of person or group depending on gender, sex, ethnicity, age, etc. The tool can be used in an indefinite number of situations by almost anyone, thus the idea of a spectrum was created to exemplify this. I took inspiration from the Scottish Colourist of the Post-Impressionist period who's use of large, bold blocks of colour created a striking visual impact which I sought to show. Shown here is Still Life with Fruit, a painting by John Fergusson.

After deciding on a theme, the question still remained of how best to show this in a clearly communicated way. I became interested in the work of Anne Redpath, I liked her pastel like dry brush technique and the somewhat blurred outcome of some of her paintings such as the one shown here, Alpes Maritimes.



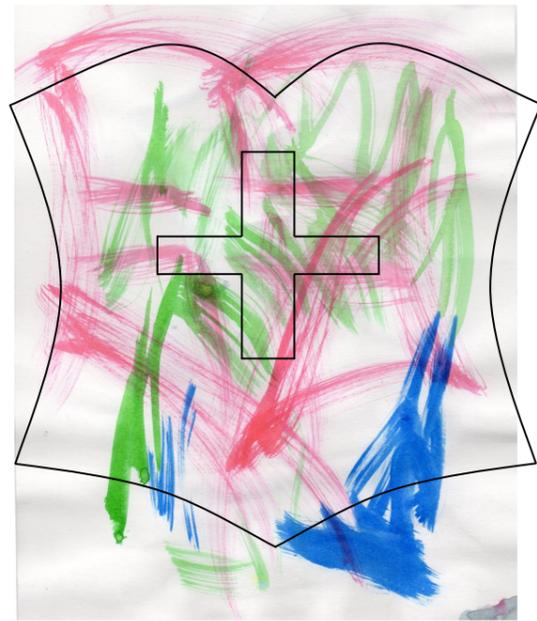
'Spectrums' Promotional Images

A Tool For
All People



A Tool For All People

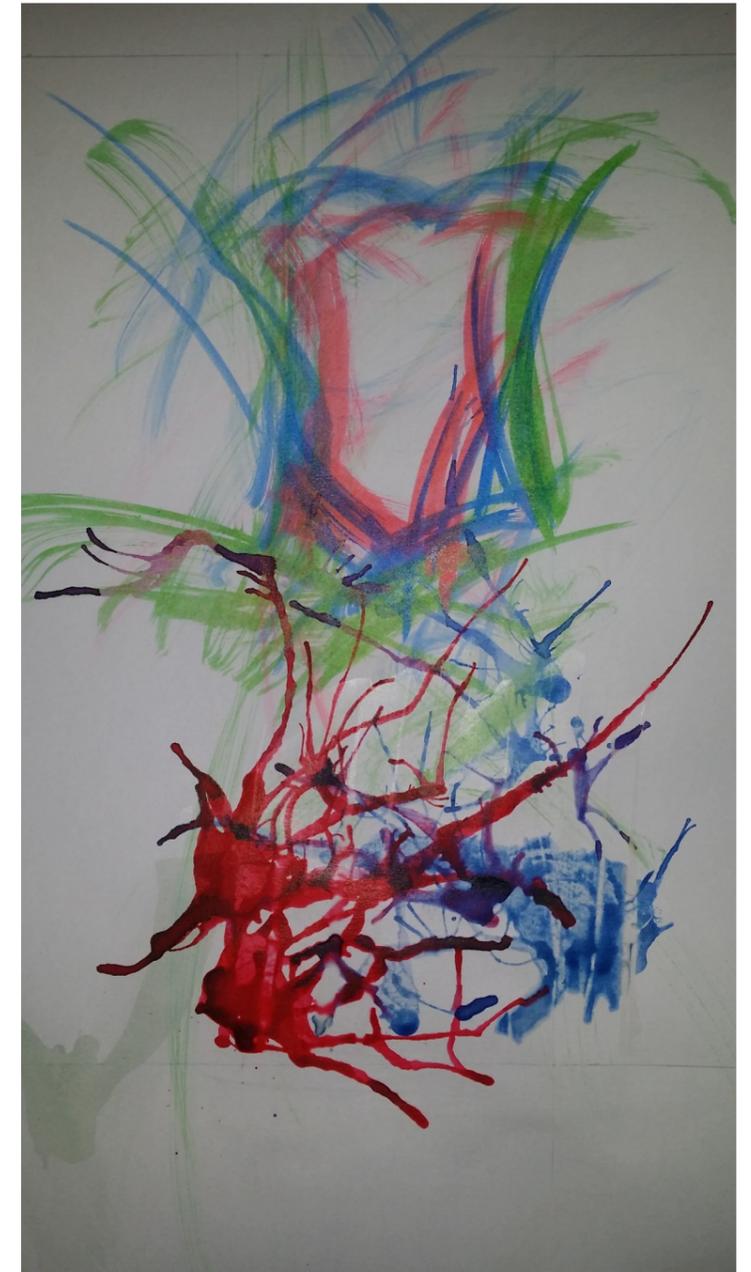

VICTORINOX



This idea is somewhat of a continuation from the second in that I wanted to convey the number of creative uses of the Swiss Army Knife to emphasise its utility for creative people and to shift the target's association of it being a ruggedized tool for fixing tasks and other, more 'boring' tasks. I wanted to find a way to show that the tool could be used just as easily for DIY, crafts and forms of self expression. To do this I used quick brush strokes and tested multiple methods of dispersing ink as shown in the two images. The original idea involved building up the Victorinox badge in layered brush strokes like the test shown above however I was then informed that the entries had to keep the original logo so I altered it to frame the badge for the final piece.



Shown here are test samples



'Expressions' Promotional Image One



**CREATIVITY DESERVES TO BE
FREE**

'Expressions' Promotional Image Two

