

sumac

EDITORIAL DESIGN

Yma sumac

Ima sumaq - ¡Qué linda! (So pretty)



Peruvian colorato soprano — Became of the most famous exponents of exotica music during the 1950s

Composer and music critic Virgil Thomson described Sumac's voice as: very low and warm, very high and birdlike, her range was very close to five octaves, but is in no way inhuman or outlandish in sound.

Unfortunately, Yma did not have the same enthusiastic reception in her own country. The indigenous writer José María Arguedas, one of its fiercest critics, commented that by mixing the traditional folklore music with jazz, poetry, and mambo, she was utterly deforming and butchering their culture, especially by being played by strangers. It was until 2006 when president Alejandro Toledo awarded her the Orden del Sol (Sun order), the highest award bestowed to praise notable civil and military merit.



Relationship with the Incas

Called herself an Inca princess since her mother shared the same last name as the last Inca. Her parents made her participate in regional festivals and traditions.

Significado Polisémico de la Chakana



Tahuantisuyo (Inca Empire) Design

Chakana: The Incas' most holy and geometric design, each of its corners, represents three of the Andes worlds and their respective animals, three values, and three work systems.

CONCEPT

We honor and celebrate Yma Sumac for being a worthy representative of Peruvian women. A woman who is proud of her identity, a fighter despite the adversities, and independent due to her hard work and talent.

OBJECTIVE

Celebrate Peruvian women and make them feel proud of their heritage

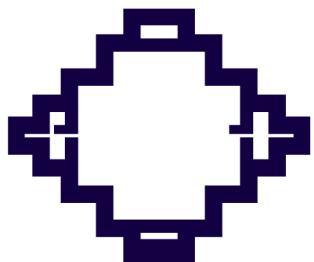
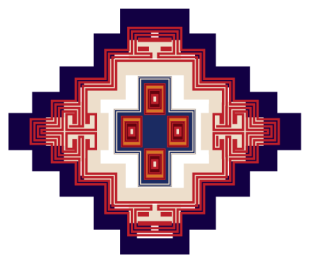
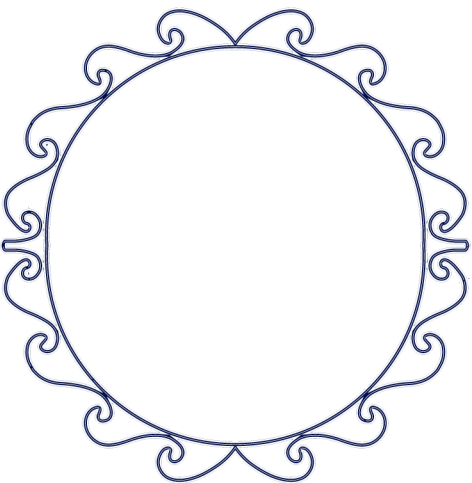
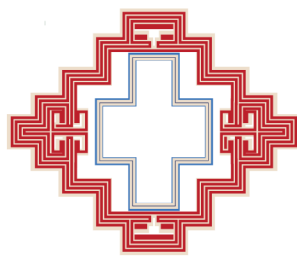
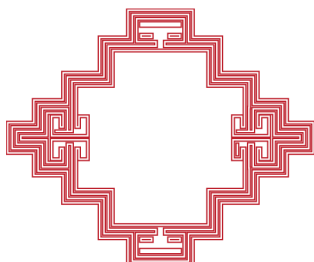
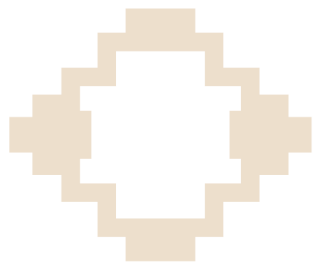
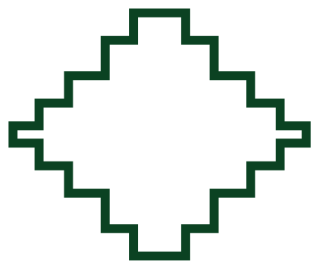
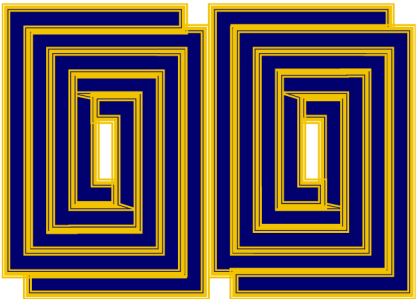
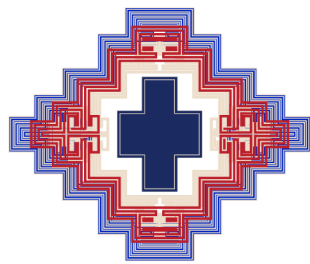
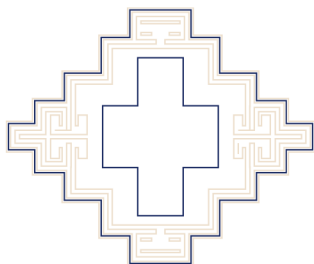
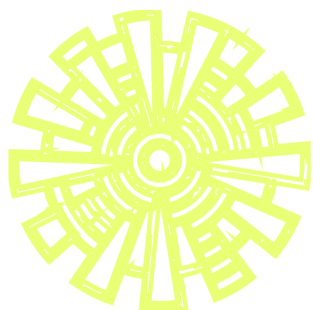
SHAPE PALETTE

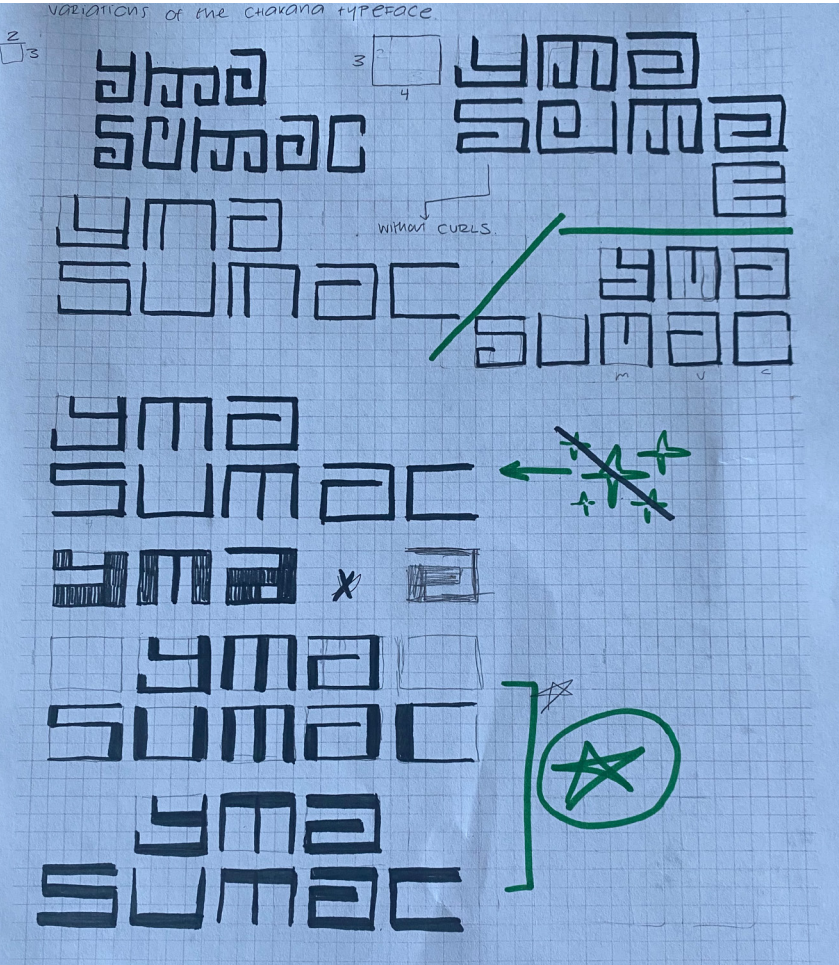
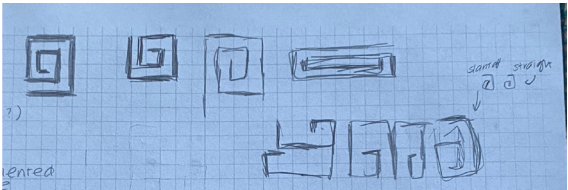
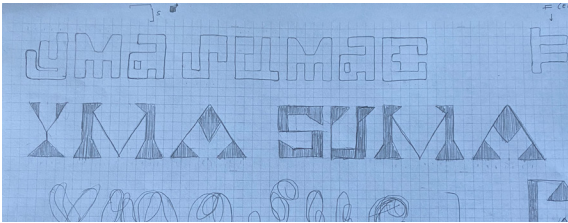
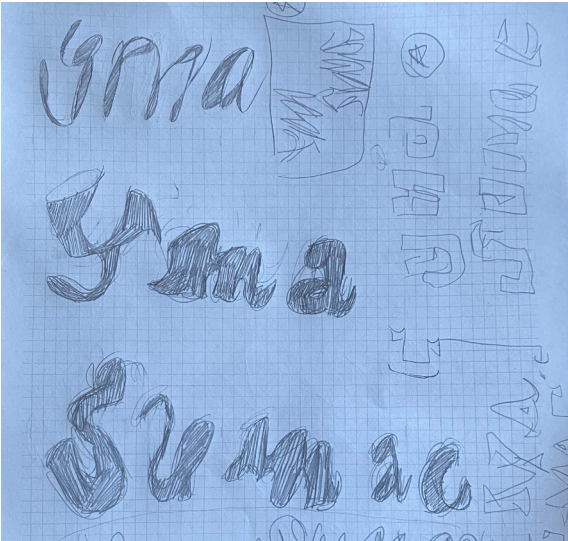
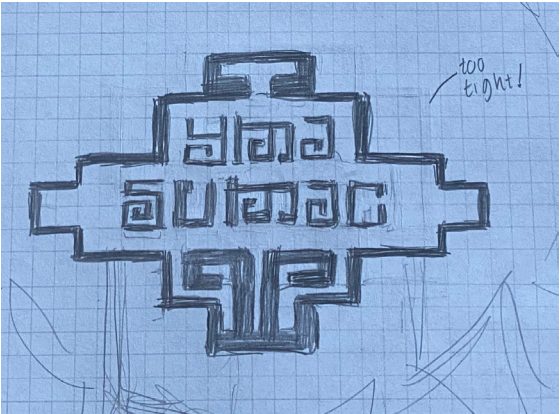
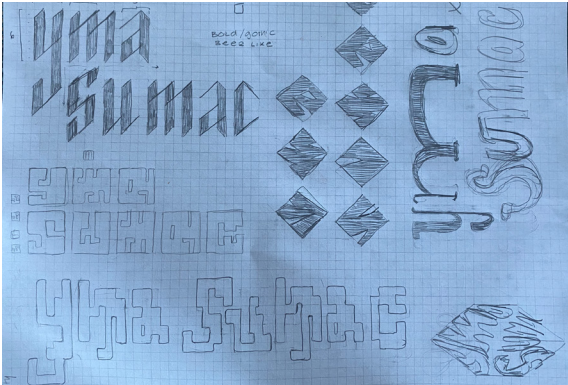


COLOR PALETTE









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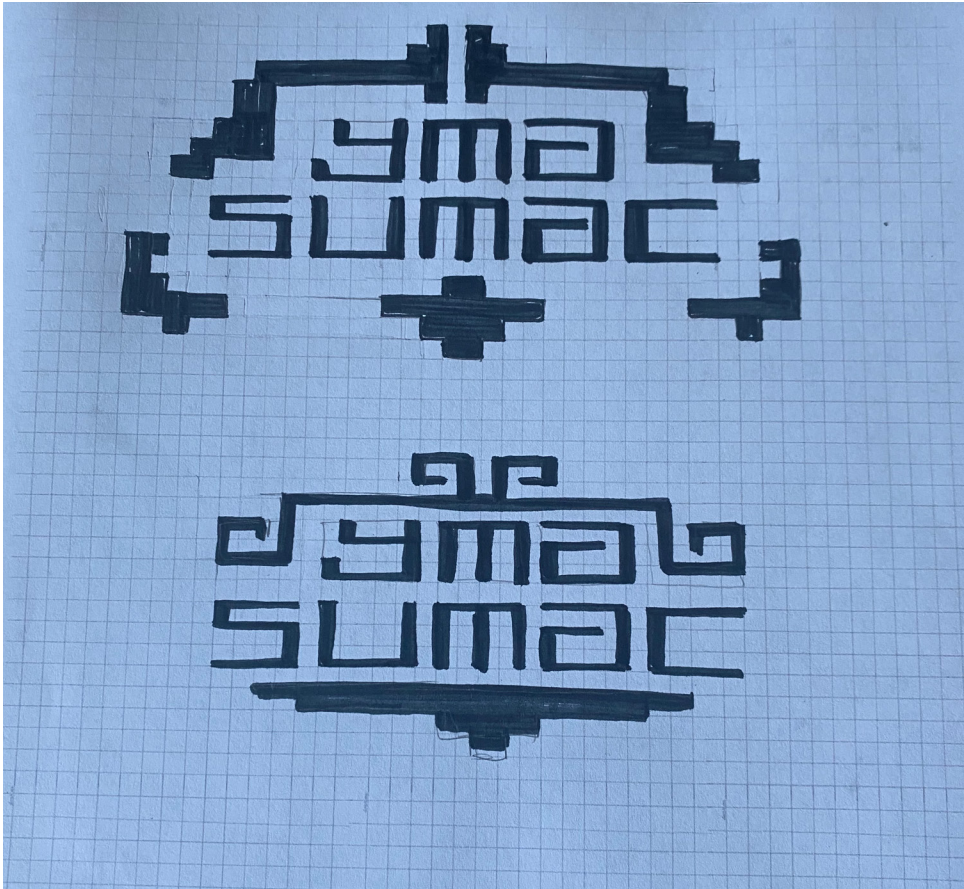
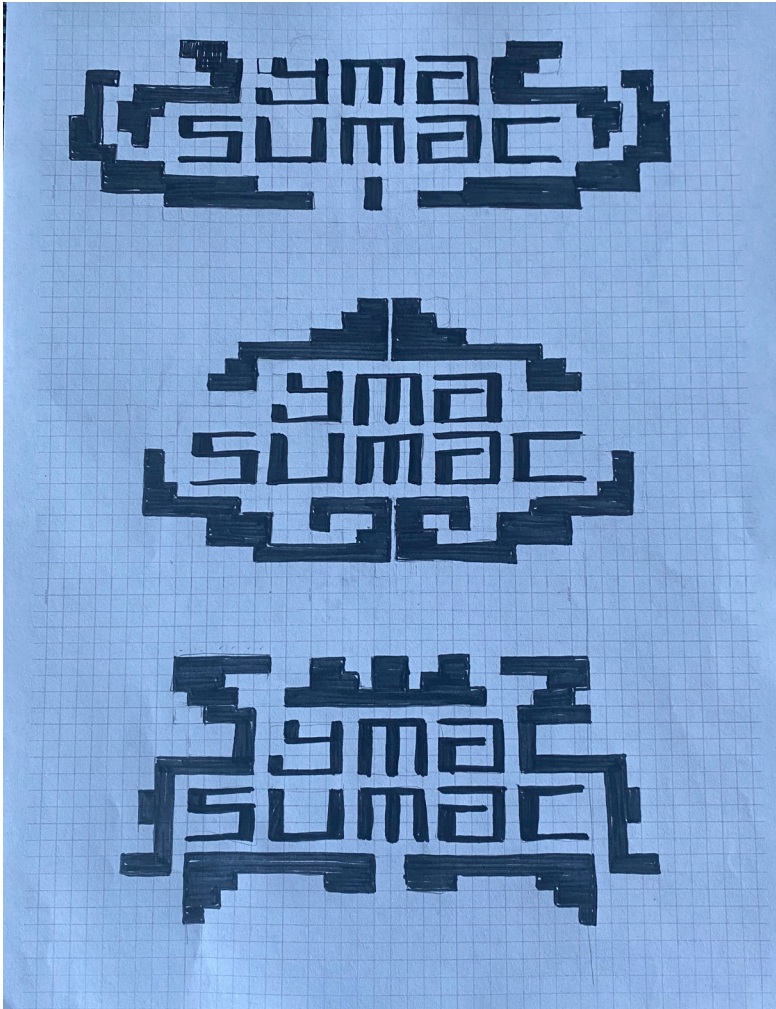
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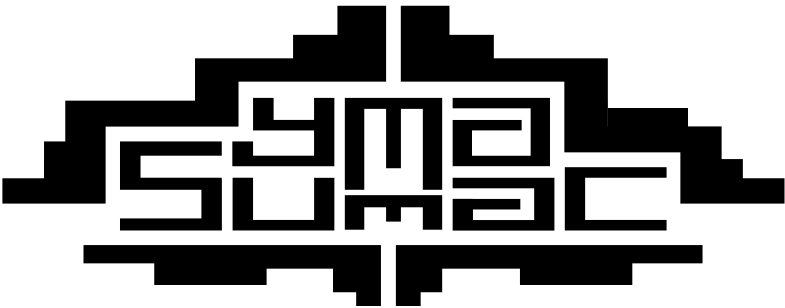
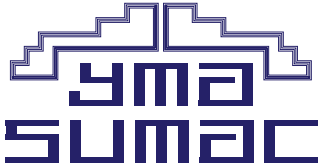
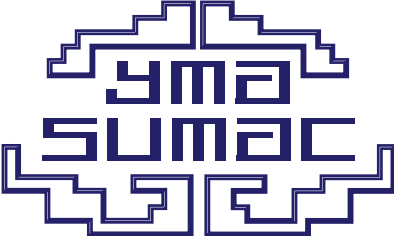
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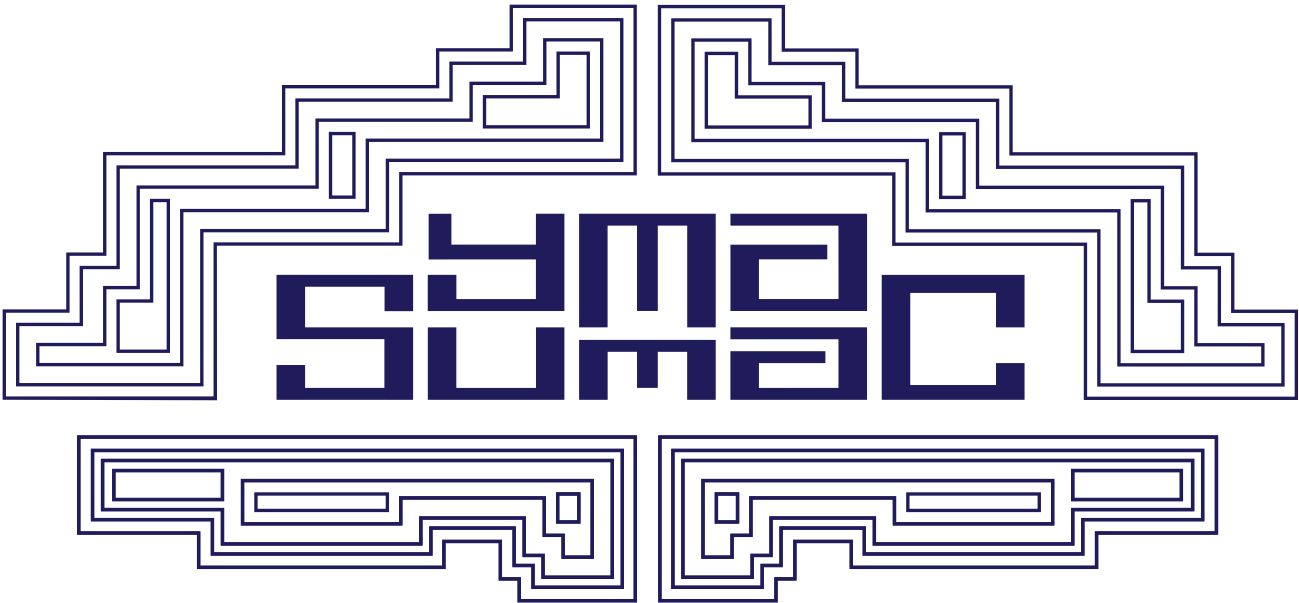
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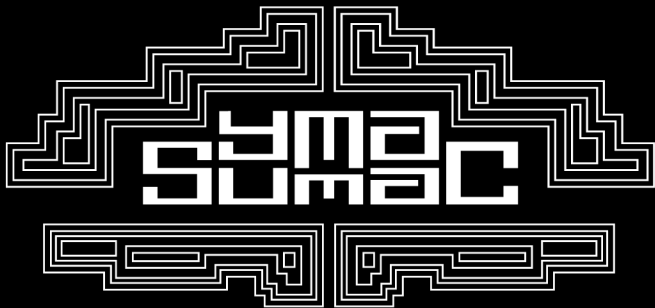
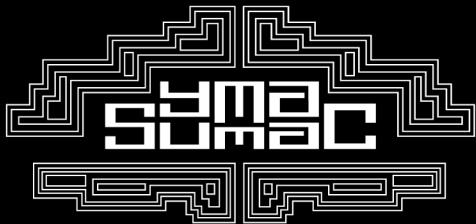
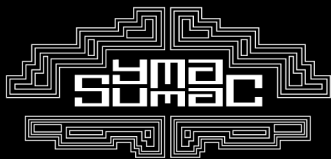
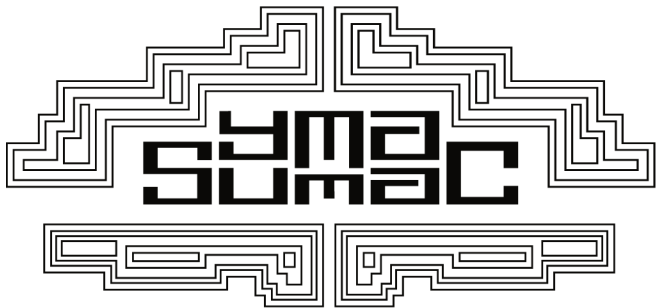
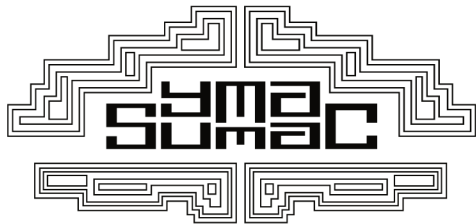
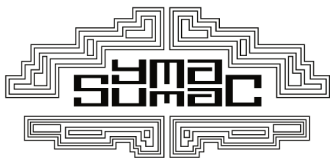
ITERATIONS



WITH SLOGAN



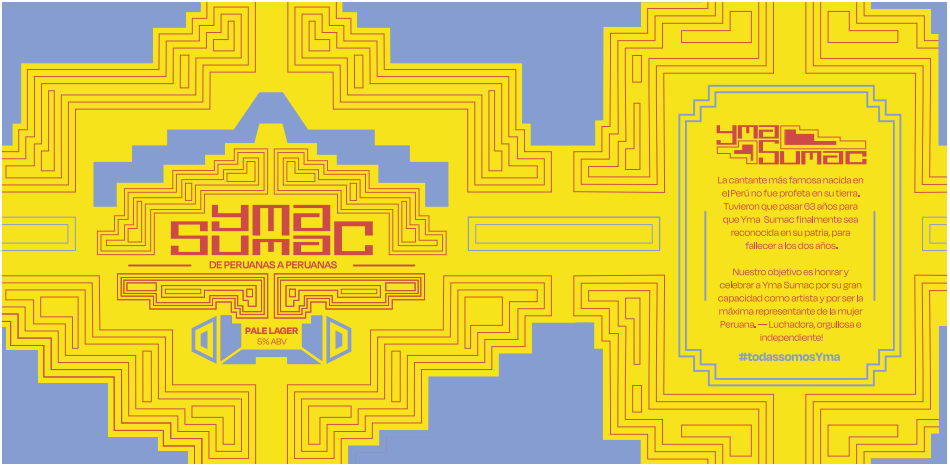
LABEL



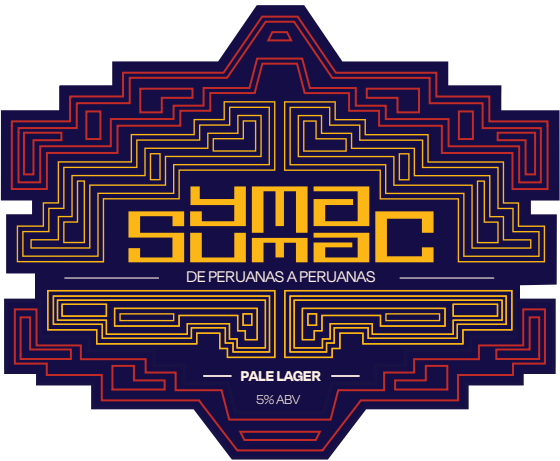




BOTTLE



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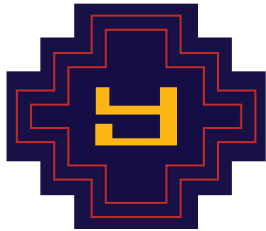
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DESCRIPTION



ORNAMENTATION FOR THE BOTTLE'S NECK



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