
Soccer Is *My* Culture

Soccer Is My Culture explores how the sport reflects identity, tradition, and culture across different countries while connecting to my family's history and my own love for the game.

It will show how one sport can unite people worldwide while celebrating each country's unique values.

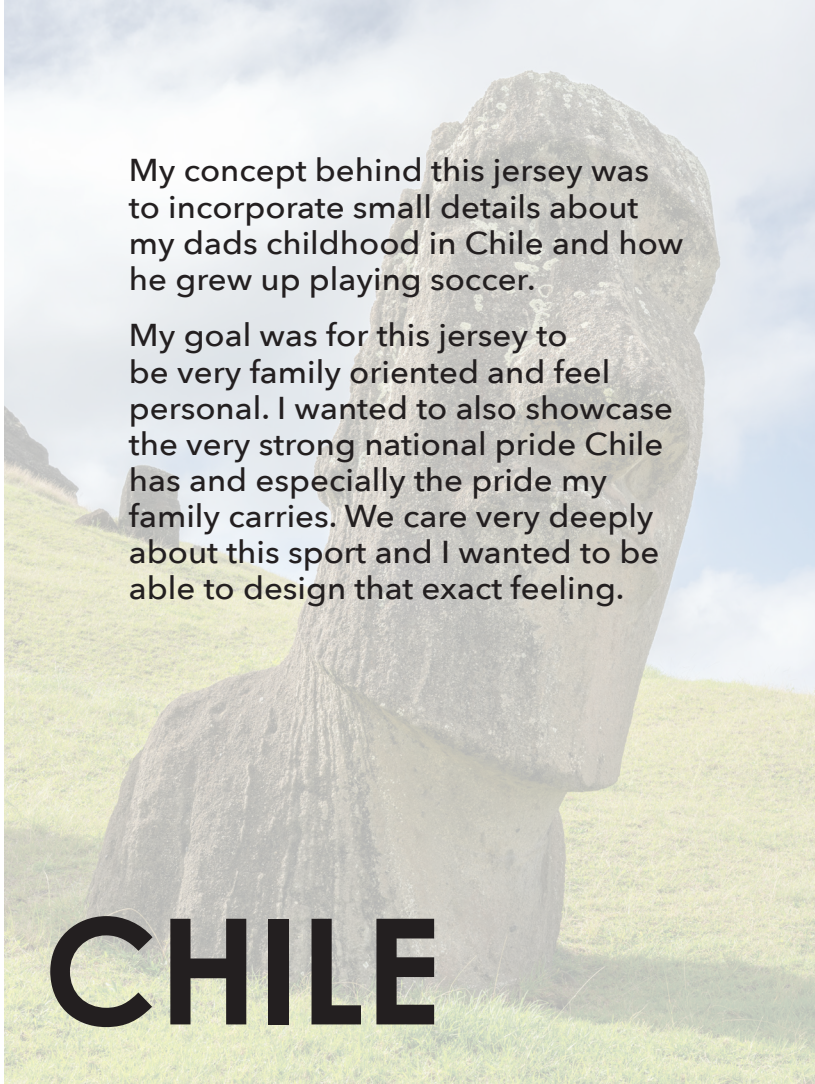
On display is a set of custom soccer jerseys I designed inspired by each country and their cultures. Each design has their own meaning and/or story behind them.

My jerseys are also followed by a series of posters explaining my concepts behind each design.



My concept behind this jersey was to incorporate small details about my dad's childhood in Chile and how he grew up playing soccer.

My goal was for this jersey to be very family oriented and feel personal. I wanted to also showcase the very strong national pride Chile has and especially the pride my family carries. We care very deeply about this sport and I wanted to be able to design that exact feeling.



CHILE



The outlines of the dots form the shape of a star which resembles the 'lone star' on the Chilean flag to represent independence.



The small dots that fade out are made to resemble dirt marks from when my dad grew up playing soccer in the streets with his family and friends. I also made the dots fade out to represent all of my outside thoughts disappearing when I am playing the game.



The gradient circle in the middle of the jersey is supposed to resemble the 'focus zone' since my family is always focused on the game.



This small icon on the back of the jersey represents the statues that are located on Easter Island in Chile. These statues are called Moai and they were believed to hold the mana (spiritual energy) of ancestors, acting as guardians over their living descendants and communities.

La Roja de Todos

'La Roja de Todos' in English means 'The Red One of Everyone'. This is a phrase that is used in Chile to describe their national soccer team. It highlights that the team is supported by their entire nation, serving as a national unity that represents the people.



This design resembles a brick wall. The importance of this is that when my dad was younger he would pass the soccer ball against a brick wall. That brick wall is where he first learned to kick the ball and was essentially his first passing partner.

I also wanted this brick design to signify strength, power, and the strong connection soccer creates for my family.



My concept behind this jersey was to show off the pride of their fan base and how strong of a team they have.

Germany is one of the few countries who have won the most World Cup's and I wanted to showcase that in this jersey. They are also known to have the best precision specifically in engineering. I made my designs have sharp line work to convey their strength and accuracy.



GERMANY



This chain like design resembles unity within Germany's culture but specifically their soccer team. In 1990, their World Cup victory was a crucial moment of unity, occurring just after the fall of the Berlin Wall and as East and West German teams merged. The success of the team allowed Germans to embrace national pride together.

So Sehen Siger aus

"So Sehen Siger aus" in English means "This is what winners look like". This is a common phrase with the German national soccer team and their fans.



This simple design is supposed to resemble the German flag. I choose to have the flag fade out on the ends to represent the face paint the fans always wear to give a smudged look.



This design is to represent Germany's national pride. The eagle in the center is Germany's national symbol which is called the Bundesadler. I chose to place this high on the jersey to represent that feeling of pride.

The 4 stars that cross over the top of the eagle represent each one of the World Cups wins the German team holds.

The 3 curved lines on the bottom of the eagle represent the loud crowd chants since Germany has one of the biggest fan bases in the world.



This design also resembles the German flag and the smudged face paint that their fans always wear.

I also designed a simplified outline of a flag waving. I bunched them all together to create a more abstract look. Germany is also known for precision which is why I choose to use sharp line work for this design.



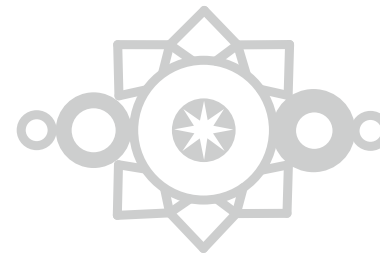
My concept behind this jersey was to display Egypt's strong national pride. They are known to have the most loyal fans. I incorporated their strongest colors which are red, gold, and black.

These colors stand for vitality, perfection, and power. My goal was to combine all of these factors and create a simple yet powerful design.

EGYPT



This is a design of the Eagle of Saladin which is a heraldic, golden eagle symbol representing power and independence. I chose to use gold since it stands for eternity and perfection.

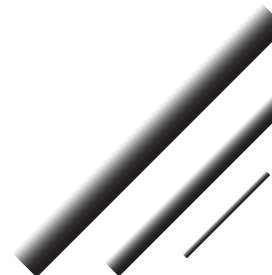


The circles in this design resemble tea cups. Many fans watch soccer games in cafés which are called ahwa's. In Egypt, it is very common to drink tea while watching games.

The details on the outside of the circles and the star in the middle are created based on Islamic patterns. Islamic patterns represent unity, guidance, and balance.



This pattern was created based off of an ancient Egyptian hieroglyph called Was Sceptre. This symbolizes power, dominion, and authority. I chose to add red detailing because red in Egypt stands for vitality.



This design on either side of the jersey are supposed to resemble the strong sun rays which also connects to Egypt's warm and lively environment.

I also decided to place these designs in the bottom corners of the jersey to recreate the shape of the Egyptian pyramids.



This is a small and simplified design of the Nile River. The Egyptians saw the river as a divine gift. It gave their people a primary source of water, food, agriculture, and transportation for thousands of years. People refer to the Nile River as "The Spine of Egypt", which is why I placed this design on the back.



My concept behind this jersey was to emphasize the calm and strong energy the Japanese culture holds.

I wanted to combine their strongest symbols but still convey a calm and organized feeling. The idea behind the blue jersey is to represent Japan's Samurai blue, which resembles strong loyalty, honor and courage.



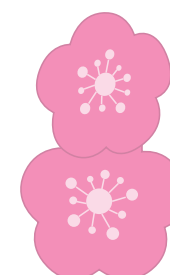


The idea behind this design was to expand on the Samurai Blue jersey. I wanted to create the shape of a shield to represent protection and strength.

I also added the Hinomaru which means circle of the sun. This represents Japan's national identity and also stands for good luck.



This design resembles calm but strong energy. Japan is known to have quiet but a strong national pride. I also created the wave design to represent a clean and controlled feeling. Japan's culture feels respectful and orderly.



This small design on the back of the jersey is made to form the shape of the number 8 using Cherry Blossoms. In Japan, the number 8 symbolizes longevity, growth, and prosperity. Cherry Blossoms also represent Japanese aesthetic values and heritage. They serve as a reminder to cherish every moment due to their short blooming period.



This design was created based off of one of Japan's traditional patterns called Asanoha. This pattern is created to resemble a hemp leaf. In Japan, hemp leaves symbolize rapid growth and health and to wish for well-being and protect against evil.



Thank you!
