



# 52HZ

Presented by Pantawan Sangswang

# Inspiration

This project was inspired by the story of the 52-hertz whale, often known as “the loneliest whale in the world.” The whale communicates at a different frequency, making its calls unheard by others. The whale became a symbol of isolation and disconnection.

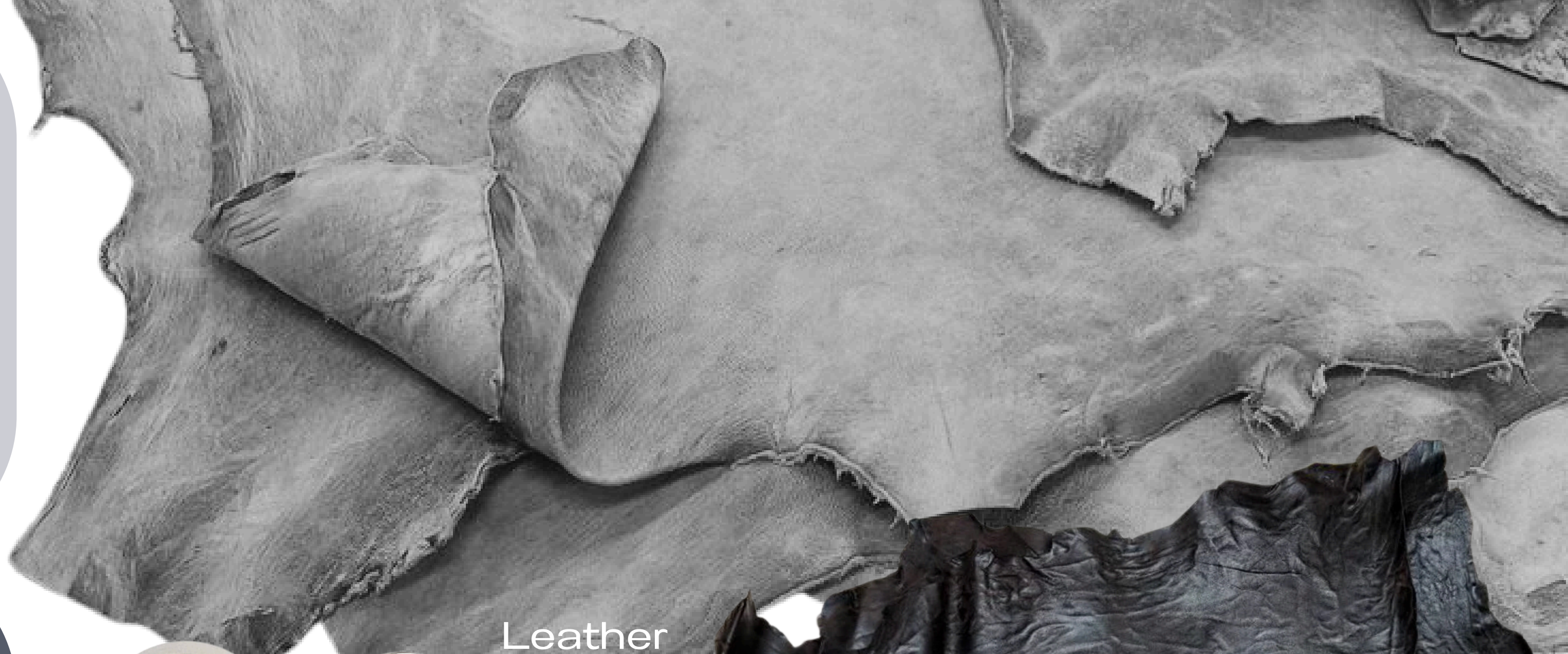
# Concept

The concept was to take the emotion into visual forms: distorted lines and whale-inspired tones. Elements such as sound waves and silence represent loneliness, hidden emotions, and quiet communication.





**Color**



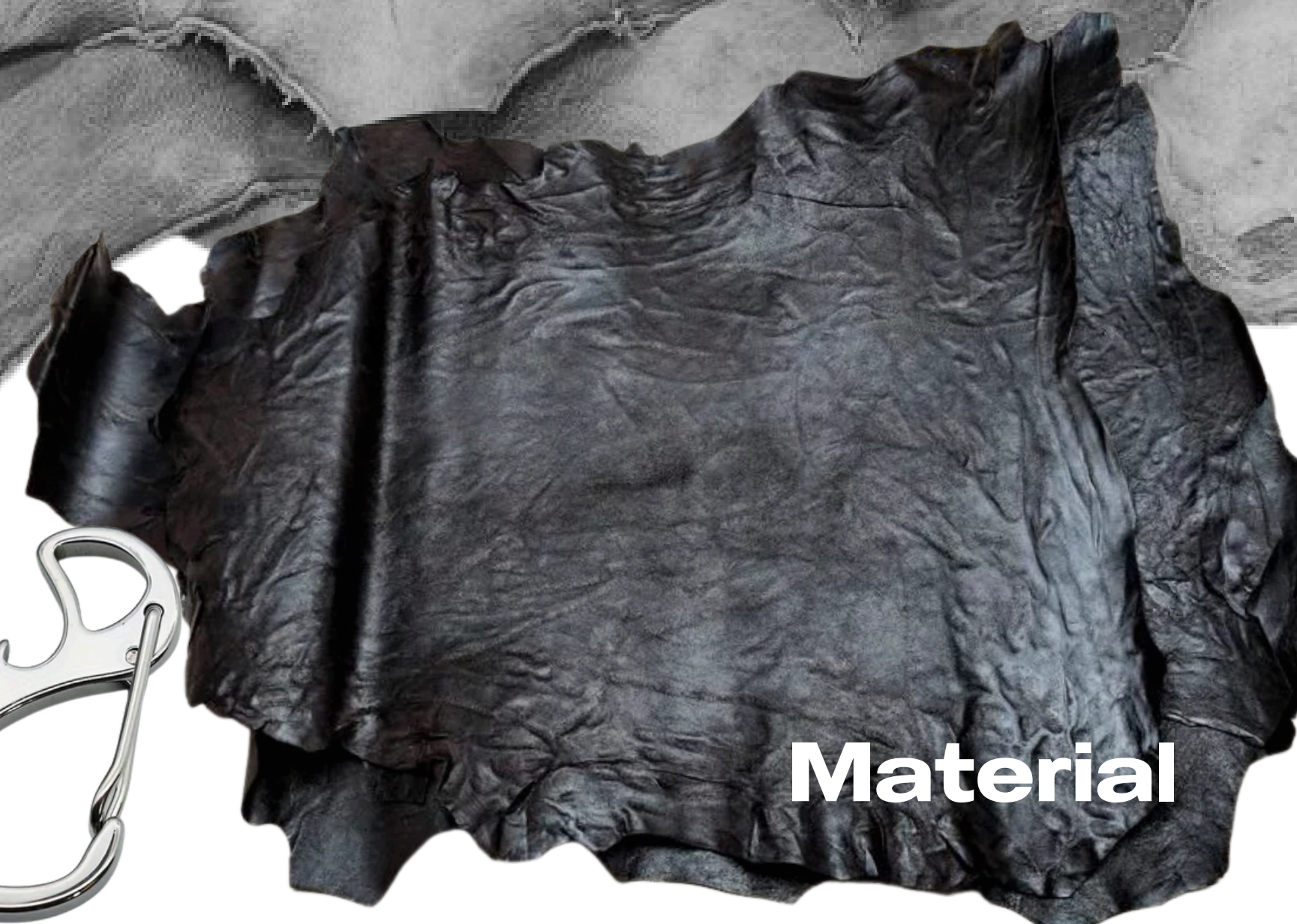
Leather



Magnet



Snap hook



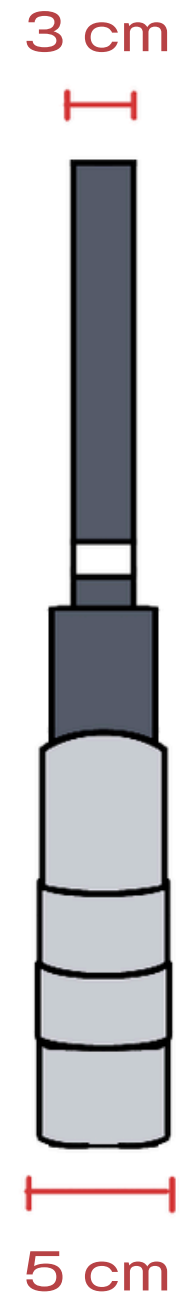
**Material**

# Sketch

Front



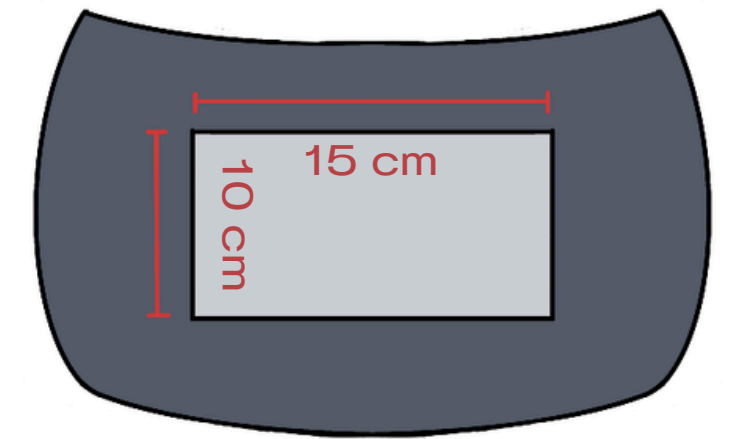
Side



Back



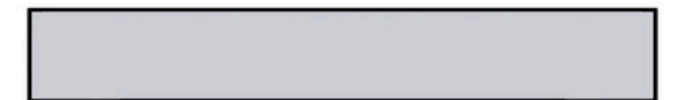
Inside (back)



Top



Bottom





# Thank you

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