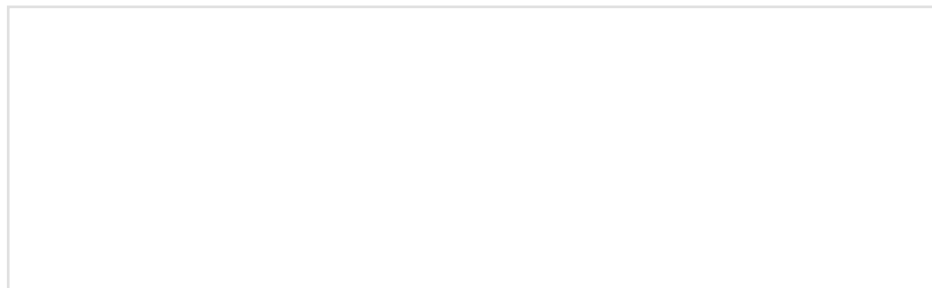


Belen Martinez

Portafolio

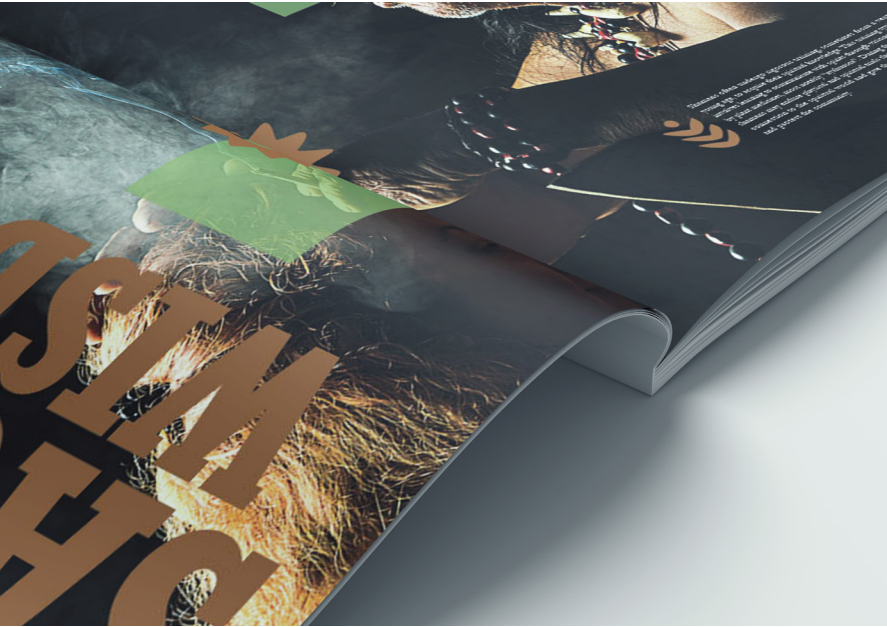


Magazine spread

I've developed a visually striking and informative piece dedicated to exploring the profound and culturally rich practice of shamanism in Ecuador. The goal of this spread is to highlight the significance of shamanistic traditions in Ecuadorian culture and their deep-rooted connection to the indigenous communities, spirituality, and the natural world. Through this work, I aim to showcase the sacred rituals and the role of shamans as spiritual guides who bridge the realms of the physical and the spiritual.

The design of the spread incorporates a powerful blend of eye-catching text, vibrant photography, and carefully selected typography to create an immersive experience for the reader. The text is designed to not only inform but also to capture the essence of the shamanic journey, incorporating evocative language that speaks to the mystical and transformative nature of the practice. I've used large, bold headlines that command attention while pairing them with smaller, more intimate text that delves deeper into the history and cultural importance of shamanism.

The photography used is essential in bringing the story to life, capturing both the serene and powerful moments that are central to shamanistic rituals. I've chosen imagery that highlights the connection between the shamans, their environment, and the people they serve, focusing on the vibrant landscapes of Ecuador and the intricate ceremonial practices that have been passed down through generations. These photographs are strategically placed to create a narrative flow that complements the written content, providing a



Shamanism in the Ecuadorian Amazon

Shamanism plays a central and deeply rooted role in the spiritual and cultural practices of indigenous communities in the Ecuadorian Amazon. The vast, biodiverse rainforest, which spans the eastern side of Ecuador, is home to a variety of indigenous peoples, including the Shuar, Achuar, Siona, Cofán, and Waorani, among others. These communities have a profound connection to the land, and their spiritual practices—chiefly guided by shamans—are essential to their identity, social organization, and relationship with the environment. Shamanism in the Ecuadorian Amazon is not only a system of healing but also a way of understanding the cosmos, maintaining balance within communities, and navigating human existence.

In the Amazonian indigenous worldview, the shaman occupies a crucial position as the intermediary between the physical world and the spiritual realm. Shamans are regarded as the spiritual leaders, healers, and protectors of their communities. They possess profound knowledge of the natural world, especially plants and animals, and can use this knowledge for medicinal and ritualistic.

Their role extends beyond the healing of individuals to maintaining harmony between humans, nature, and the spirits.

One of the most prominent aspects of shamanism in the Ecuadorian Amazon is its role in healing. Many indigenous communities in the region rely on traditional medicine as their primary form of healthcare. Shamans, who are often considered the most knowledgeable figures in these communities, are responsible for diagnosing and treating.

A key component of shamanic healing is the use of medicinal plants, which have been passed down through generations of indigenous knowledge. These plants are used to treat a wide variety of conditions, from physical ailments like infections or pain to emotional and spiritual disturbances.

Shamans are also trained to use their spiritual abilities to identify the root causes of illness, which can often be linked to social or environmental imbalances.

Shamanic healing in the Ecuadorian Amazon is not simply a matter of treating the body—it also encompasses the mental, emotional, and spiritual aspects of health.

Healing ceremonies are deeply communal, reinforcing the social fabric of the indigenous groups and fostering a sense of collective well-being.

Shamanism in the Ecuadorian Amazon is deeply intertwined with the indigenous peoples' understanding of the cosmos. In many Amazonian cultures, the spiritual and physical worlds are inseparable, and the boundaries between the two are fluid. The shamanic journey, often undertaken through rituals involving plant medicine, is seen as a passage to the spiritual realms, where the shaman can access knowledge from ancestors, animals, and spirits that inhabit the natural world.

The cosmological understanding of the Amazonian peoples is often animistic, meaning that they believe that all beings—human and non-human—are imbued with spiritual essence. Animals, plants, rivers, mountains, and even inanimate objects are thought to have their own spirits, which can interact with humans in both positive and negative ways. Shamans are seen as capable of navigating these realms, speaking with animal spirits, and interpreting their messages. The connection between humans and the natural world is therefore understood as reciprocal and sacred, with humans tasked with maintaining a respectful relationship with the environment.

The shamanic tradition is central to the transmission of indigenous knowledge, including language, history, and cultural practices.

"Spirituality is the thread that connects everything. It's the part of us that speaks to the unseen world"

Sandy White Hawk







Personal Poster

Growth Embraces Unknown

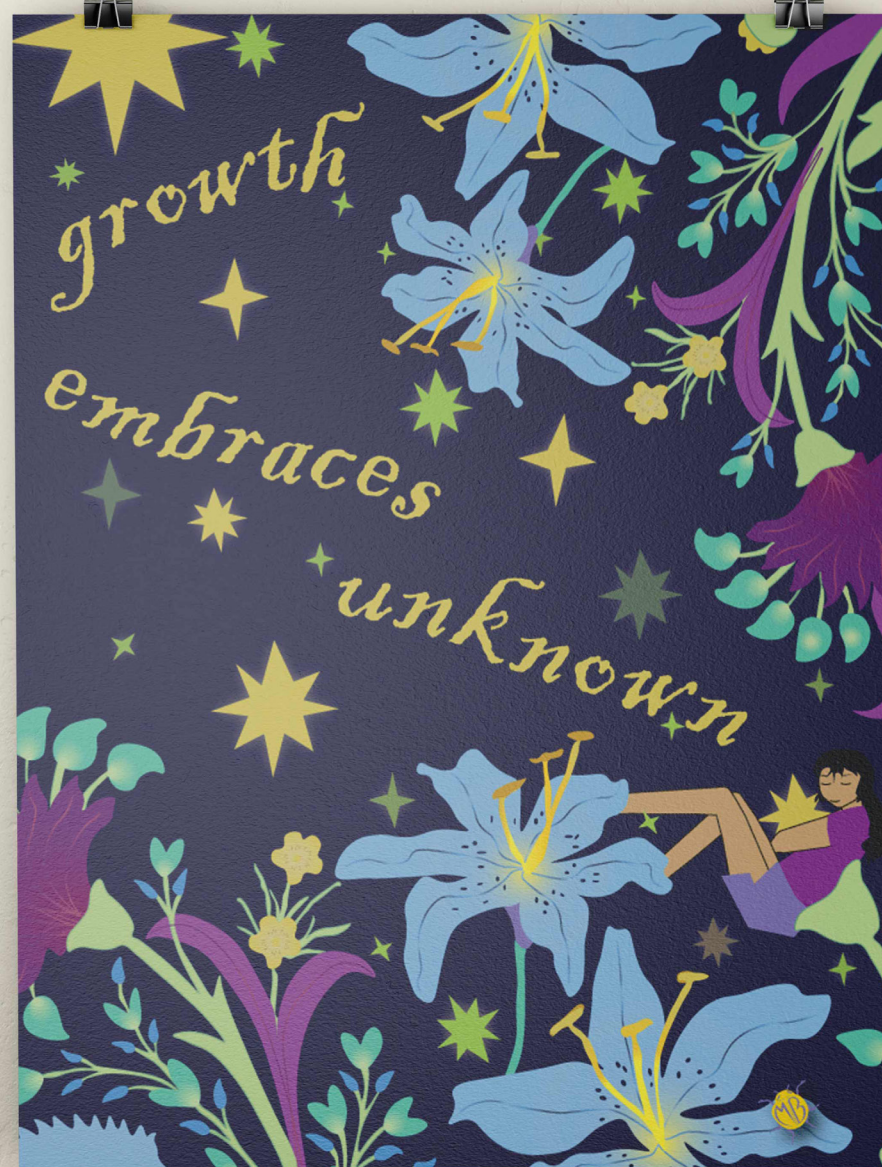
I created an atmosphere of flowers and stars, blending nature's growth with cosmic mysticism. My goal was to craft a warm, welcoming environment through a thoughtful color palette, symbolizing personal growth as a transformative yet hopeful journey. Like flowers, we all have the potential to bloom, but it requires nurturing through positive thoughts, self-care, and patience.

The girl, drawn in a corner, hugging a star and emerging from a delicate stem, represents both fragility and potential. It reminds us that growth is a continual process, from seed to bloom. Words gently guide her, offering encouragement for her unique path.

The dark blue background symbolizes resilience, reflecting the strength forged through life's challenges. This piece highlights the importance of perseverance, self-nurturing, and embracing the journey toward becoming our best selves.

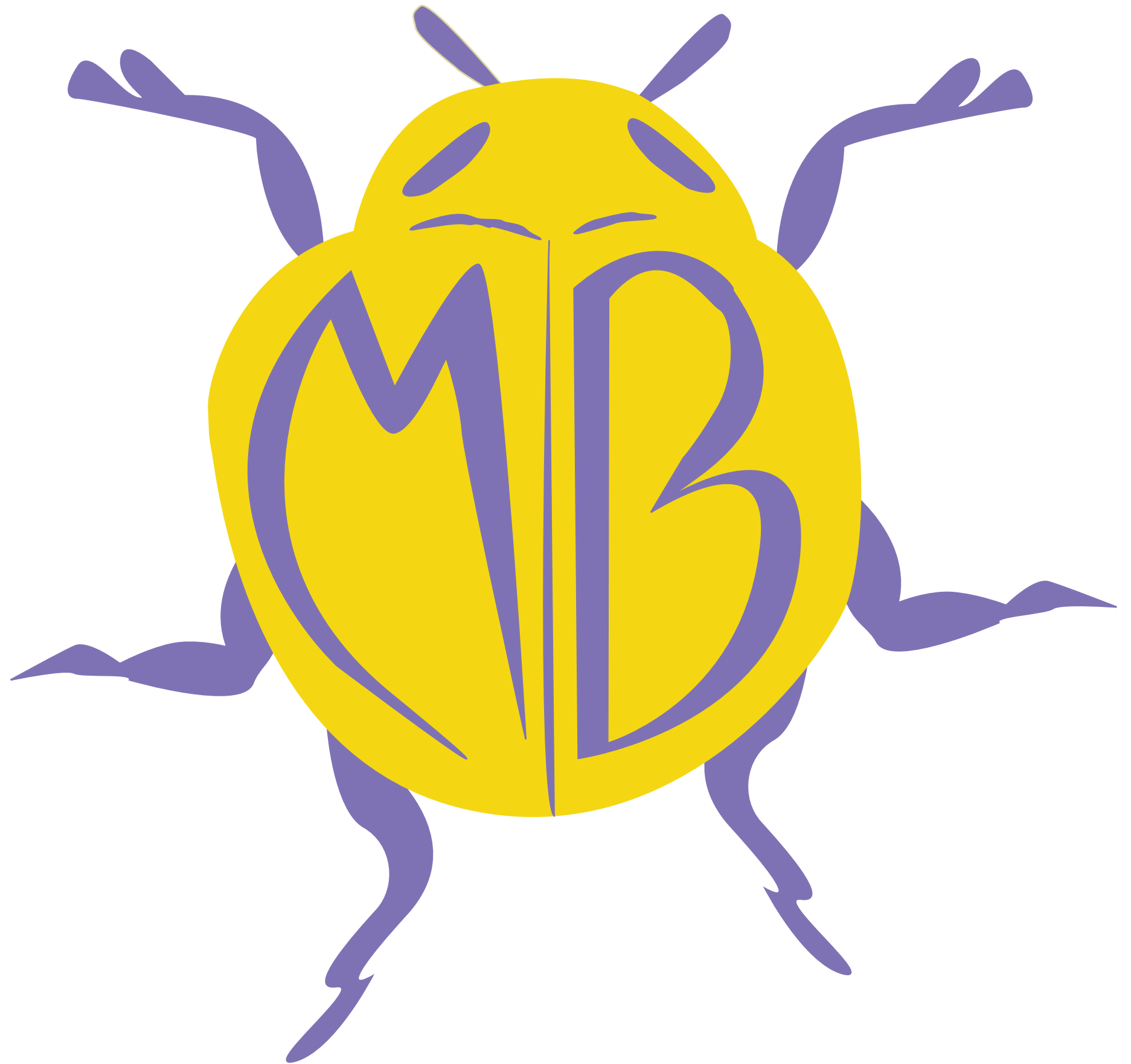






Artist Chop

I designed a ladybug that incorporates the initials of my name Martinez Belen. The ladybug symbolizes my deep appreciation for nature and insects, and it especially holds a special place in my heart because it brings back fond memories of my childhood when I would spend hours searching for them everywhere.



Manifesto

I have crafted a comprehensive manifesto that celebrates the brilliance of LEGO, showcasing the incredible impact the brand has had on generations worldwide. The manifesto highlights LEGO's journey, from its humble beginnings to its remarkable evolution into a global cultural icon. By weaving together elements that resonate with the LEGO brand, I've incorporated its iconic design language, bold colors, and distinctive style.

To honor LEGO's legacy, I've not only focused on its innovative and creative spirit but also on its commitment to building imagination and fostering problem-solving skills in people of all ages. The manifesto is designed with a strong visual appeal, using the signature LEGO colors – vibrant reds, yellows, and blues – to evoke the same sense of playfulness and creativity that the brand is known for.

Additionally, I've taken inspiration from product packaging, incorporating a hanging tag element to the design. This tag mimics the feel of a LEGO product, inviting viewers to interact with the manifesto as if it were an actual item for sale. The hanging tag design serves as a unique touch, seamlessly blending both brand identity and the idea of tangible, real-world engagement with LEGO products.



From the moment we pick up our first LEGO brick, we sense that the joy we are about to experience will be unique. Each piece invites us into a world of creativity, resilience, and be delighted. LEGO is not just a toy; it embodies a philosophy born from moments of crisis and challenge.

Ole Kirk Kristiansen, the visionary founder, faced adversity head-on, transforming obstacles into golden opportunities for joy and inspiration. His journey reminds us that even in the toughest times, a positive approach can give us incredible results.


As we build, we often encounter unexpected emotions—like the thrill of creation blend with the bitter-sweet realization that stepping on a brick can be an agonizing reminder of our passion or that you are a parent.

Each tiny piece we fit together represents not just a construction, but also the determination and effort that went into it. And when we

misplace our favorite brick separator, we are met with a playful challenge: pulling apart our masterpiece becomes a test of patience.

At its core, LEGO captures the essence of its name: "play well." This concept of play is beautifully expansive, allowing everyone to interpret it in their unique way.

For some, it's about meticulous design and architectural wonder; for others, it's the spontaneous joy of creation, where the only limit is imagination. As a company, LEGO embraces this diversity, fostering a community where every builder can find their own expression of joy. In every colorful brick, there is a testament to the spirit and team work.

LEGO encourages us to dream big and build even bigger, is a reminder that the process of creation is just as valuable as the finished product. So, whether we're constructing elaborate worlds or simply letting our imagination run wild, we're part of a legacy that celebrates resilience, creativity, and the power of play. 

PLAY WELL