

IKEA promotion in the Zürich main station accompanied by a DOOH campaign

Life at home has never been so important. On Thursday, September 16, 2021, IKEA hosted the first global 24 hour festival. Renowned artists, designers, DJs and chefs transformed their homes into virtual stages and opened their doors to new experiences. At Zürich main station, the two Swiss artists @yaelanders and @tami_chopf transformed two white IKEA rooms into walk-in works of art within 12 hours with their colors and shapes.

Documents

Movie (german)

Details

Year:	2021
Product:	Housing requirements
Industry:	Establishment
Customer:	IKEA
Provider:	APG SGA
Categories:	Interactivity Special Effects Special Builds
Implementations:	Promotion DOOH
Agency:	Dentsu Switzerland AG JEFF Zürich GmbH
Areas:	D-CH, F-CH, I-CH Main station Zurich
Posting Period:	Promo 16.09.2021 / DOOH week 36-37
Standard Formats:	Rail eBoard

