

## Commercial Local and Regional Nomination 2019 – «Die Wurzeln von 1898»

According to the Guinness World Records, Hiltl is the world's oldest vegetarian restaurant. With 12 punchy text posters, Hiltl evoked its roots in 1898, when vegetarians were still an oddity. In addition to the printed posters, the visuals were presented on handmade enamel signs, the original advertising medium at that time.

### **Die Wurzeln von 1898**

**Customer** Hiltl, Zurich

**Creative agency** Ruf Lanz, Zurich

**Design** Isabelle Hauser (AD), Mario Moosbrugger (AD), Armin Arnold (Typography), Markus Ruf (CD),

Danielle Lanz (CD)

**Text** Markus Ruf

**Format** F200 (116.5 x 170 cm)

