

Public Service Bronze 2019 – «Ja zum Waffengesetz»

The poster dramatizes the generic, but verifiable statement that the more weapons we have at our disposal, the more we will resort to using them. The skull, which is made up of lots of weapons, is therefore the logical depiction of this fact but, with its unexpected use of colour, the visual has a tongue-in-cheek element to it.

Ja zum Waffengesetz

Customer SP Schweiz

Creative agency KSP Krieg Schlupp Partner

Design Uwe Schlupp / Florence Schaffter

Text Uwe Schlupp / Jürg Waeber

Format F4 (89.5 x 128 cm), F12 (268.5 x 128 cm)

