

Out of Home Innovations Bronze 2019 – «Here comes the sun»

Even in cold and damp January, the sun hasn't gone away – it's just somewhere else. With a solar installation at Zurich main station, we remind winter-weary passers-by that the sun is just a few clicks away. An LED ball acts as the sun, while fans and projectors transform a cloth into the different skies of SWISS destinations.

Here comes the sun.

Customer SWISS

Creative agency Publicis Zurich

Media agency Mediaschneider AG

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Text Patrick Suter

Format Promotion

Video: https://www.youtube.com/watch?v=TPfrj_WiOce&feature=youtu.be

