

## Digital Out of Home Bronze 2019 – «Antiquariats-Messe mit Staraufgebot»

The Zurich Antiquarian Book Fair was advertised with posters featuring minimalist-style bookshelves and a linear Helvetica typeface. With a touch of humour, the posters claimed that a number of famous personalities would also be attending the fair. Not in person, of course, but certainly in spirit – represented by their books.

### **Antiquariats-Messe mit Staraufgebot**

**Customer** Vereinigung der Buchantiquare und Kupferstichhändler in der Schweiz

**Creative agency** Serviceplan Suisse AG

**Design** Martin Spillmann, Rémy Steinmann

**Text** Martin Spillmann

**Format** eBoard (16:9)

**Video:** <https://www.youtube.com/watch?v=bfNTPFV5Bts&feature=youtu.be>

