

Public Service Bronze 2020 – In sich gekehrte Matrjoschkas

Communicating with the outside world can be hard for people with autism. They can often shut themselves off and retreat into themselves, and they need other people to understand this. The awareness campaign for Autismus Forum Schweiz addresses this by turning a concept on its head with striking results. Four designs were lovingly created for this campaign.

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Customer Autismus Forum Schweiz, Adliswil

Creative agency Ruf Lanz, Zürich

Design Isabelle Hauser (AD), Danielle Lanz (CD), Markus Ruf (CD)

Text Markus Ruf

Illustration/CGI Carioca Studio @ Visualey International

Format BigPoster, F12 (268,5 x 128 cm), F200 (116,5 x 170 cm)

