

Public Service Nomination 2020 – VBZ Zurich Pride

Zurich Pride, Switzerland's biggest queer event, was scheduled to take place on 20 June 2020, but unfortunately it had to be called off because of the coronavirus. Instead, VBZ decided to bring the usual Zurich Pride colours to the streets in its own way, for a tolerant, open and colourful Zurich.

VBZ Zurich Pride

Customer Verkehrsbetriebe Zürich VBZ

Creative agency Ruf Lanz, Zürich

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

Text Markus Ruf, Mario Moosbrugger

Illustration Isabelle Hauser

Format F4 (89,5 x 128 cm)

