

# Culture Silver 2020 – Die ÖV Kampagne vom Bernhard Theater

Renowned Swiss author Franz Hohler has penned a new play called “ÖV”, which stands for “public transport” in German. The piece is about and is set on public transport. The posters were designed to look like full-scale Zurich VBZ bus stops and were displayed at stops, creating a new “ÖV” stop: Bernhard Theater.

## Die ÖV Kampagne vom Bernhard Theater

**Customer** Bernhard Theater Zürich

**Creative agency** Farner

**Design** Fabian Bertschinger

**Text** Markus Gut

**Format** F4 (89,5 x 128 cm)

