

Culture Nomination 2020 – Museum für Gestaltung Zürich – Total Space

This commission included designing the advertising material and the exhibition graphics, so the hand serves as a waymarker in the exhibition and as an advertising motif on posters and flyers. The hand was also filmed for use in digital ads that could be played on screens in the exhibition and on ePanels from APG|SGA.

Museum für Gestaltung Zürich – Total Space

Customer Museum für Gestaltung Zürich

Creative agency Tristesse

Media agency Tristesse

Design Tristesse

Format F4 (89,5 x 128 cm)

