

Culture Nomination 2020 – Wild Thing – Modeszene Schweiz

This campaign advertises an exhibition about the Swiss fashion scene. It was designed to spotlight the designer clothing: the mannequin (silver on white) is barely visible depending on the lighting conditions, making the bright red slogan stand out.

Wild Thing – Modeszene Schweiz

Customer Museum für Gestaltung Zürich

Media agency Anna Haas

Design Anna Haas

Format F4 (89,5 x 128 cm)

