

Commercial National Silver 2018 – «OLMA Plakate 2018»

The images were from an experiment in which we looked at the ability to recognize well-known OLMA animal motifs. The idea was to modify their form to allow more room for interpretation.

OLMA Plakate 2018

Client OLMA Messen St. Gallen

Creative agency Vitamin 2 AG

Media agency TKF

Design Dominic Rechsteiner

Format F12 (268,5 x 128 cm) and F4 (89,5 x 128 cm)

