

## Commercial Regional Nomination 2018 – «Hiltl Ein Stück Zürcher Geschichte»

According to the Guinness World Records, Hiltl was the world's first vegetarian restaurant. It was established by Ambrosius Hiltl in 1898. To mark its 120th anniversary, the campaign looked back at the restaurant's long history – with impressive monuments in the shape of fruit and vegetables. A total of four visuals were used.

### **Hiltl «Ein Stück Zürcher Geschichte»**

**Client** Hiltl, Zurich

**Creative agency** Ruf Lanz, Zurich

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**Text** Markus Ruf

**Photography** flaeck (CGI), Aschmann Klauser (image editing)

**Format** Big Poster

