

Public Service Gold 2018 – «KEINE LUFT»

Being unable to breathe is a terrifying experience. Over a million people in Switzerland know this feeling because they suffer from respiratory problems such as asthma, COPD or sleep apnoea. To make sure that these people do not have to suffer alone, the Lung League helps to improve their quality of life.

KEINE LUFT

Client Swiss Lung League, Berne

Creative agency Spinax Civil Voices, Zurich

Media agency Spinax Civil Voices, Zurich

Design Andrea Reinhart

Text Susi Kammergruber

Photography Garrigosa Studios, Barcelona

Format F12 (268.5 x 128 cm), F200 (116.5 x 170 cm) and F24 (268.5 x 256 cm)

Laudatio

