

## Culture Silver 2018 – «Social Design»

Social Design refers to design for and in cooperation with society. The combination of large 3D letters and people portrays this complex topic in a simple and direct style. With over 380 figures, the poster depicts a cross-section of society: old and young, women and men, people working and relaxing.

### **Social Design**

**Client** Museum of Design Zurich

**Creative agency** studio marcus kraft

**Design** Marcus Kraft

**Format** F4 (89.5 x 128 cm)

