

Out of Home Innovations Silver 2018 – «Willkommen im Kanton Schwyz»

With twenty individually designed advertising boards, the Canton of Schwyz presents its tourist highlights in the best light – even at night. Because the visuals change in the dark: when they are caught in the headlights of passing vehicles, an additional layer is revealed.

Reflektierende Tourismuswerbung: Willkommen im Kanton Schwyz

Client Office for Economy, Canton of Schwyz

Creative agency Clavadetscher Gestaltung für Kultur und Wirtschaft

Design Gabriel Andermatt, David Clavadetscher

Text Canton of Schwyz, Schwyz Tourism

Illustration Gabriel Andermatt, Uwe Stettler

Format Big poster (420 x 325 cm and 295 x 230 cm)

Explanatory text (German)

