

Out of Home meets the hashtag - #zurichschwarzaufweiss

In the "Zurich – Black on White" campaign, advertising was recognized as a cultural enrichment of daily life: the series of numbered posters showed scenes of Zurich dating from 1890 to 1920, coming together to form a public exhibition. Historical photographs of the city of Zurich could be found at over 200 locations selected using geographical coordinates. The posters were also plotted in Google Maps so that anyone interested in historical urban photography could create their own personal walking tours and compare the photos directly with the modern-day scenes. Together with the Photobastei and the Archive of Architectural History (as well as sponsors Zurich Tourism, Canon and Ifolor), APGISGA invited more than 50 photography enthusiasts on a guided #Instawalk. The individual and guided walking tours were part of a photo competition on Instagram. Nearly 900 photo entries have been received via the hashtags #photobastei #zürichschwarzaufweiss #wettbewerb.

Documents

Artikel NZZ 19.9.2018 (PDF, 183 kB)

Details

Year:	2018
Product:	Ausstellung «Zürich Schwarz auf Weiss»
Industry:	Events
Customer:	Photobastei 2.0
Origin:	APG SGA
Categories:	Interactivity Use of Media New Media Special Effects
Implementations:	AdWalk
Suppliers:	APG SGA
Areas:	Zurich
Formats:	Instagram, live communication, exhibition

Standard Formats: F200L
F12
F200
F4

