

Two giant original artworks become 55 posters

Ramstein Optik has been creating extraordinary Out of Home communication since 1996. The focus is not on the optician's brand and products, but on artworks by well-known artists. The latest poster campaign during Art Basel 19 attracted a great deal of attention. Basel-based artist Renée Levi created two 25-metre long original artworks on canvas for Ramstein Optik, which were torn into 55 individual posters. The individual artworks could be seen as F4 posters all over the city during Art Basel.

Documents

movie (german)

Details

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|--------------------------|---------------------------------|
| Year: | 2019 |
| Product: | Ramstein Optik AG |
| Industry: | Retail |
| Customer: | Ramstein Optik AG |
| Origin: | APG SGA |
| Categories: | Use of Media Special Effects |
| Implementations: | Full Branding / Campaign Design |
| Areas: | City of Basel |
| Posting Period: | Weeks 23-25 |
| Standard Formats: | F4 |

