

## Poster of the Year 2016

Never in our entire history have we been exposed to such an enormous flood of images as we are today. And given the volume and the content of these images, it is becoming increasingly difficult to shake up the general public using visual media.

And then this appears: At first glance we see a black rubbish bag on the poster before quickly realizing that it is actually an animal that has been disposed of. Tied together while still alive. Thrown away. We are immediately and deeply shocked.

The “Animals as rubbish” series makes injustice visible, triggers emotions, appeals to our conscience, and spurs us to take action. And that means everyone, even those who have no interest at all in pets. Moreover, the creative design is absolutely outstanding, striking the perfect balance between realism and illustration. The jury enthusiastically chose the series by “Stiftung für das Tier im Recht” as its “Poster of the Year” 2016.

### **TIERE WIE MÜLL**

**Client:** Stiftung für das Tier im Recht (TIR), Zürich

**Creative agency:** Ruf Lanz AG, Zürich

**Design:** Danielle Lanz (CD), Isabelle Hauser (AD), Markus Ruf (CD)

**Text:** Markus Ruf

**Photo:** Carioca Studio / Visualey International AG, Zürich

**Format:** F200 (116,5×170 cm)

