

Poster of the Year 2017

Encounters with others can cause fear and stress among people with autism. Therefore, they are dependent on understanding. That's the focus of the campaign by Autismus Forum Schweiz, realizing it with an impressive idea that is implemented with great attention to detail.

Soziale Kontakte

Client Autismus Forum Schweiz, Adliswil

Creative agency Ruf Lanz AG, Zürich

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

Text Markus Ruf

Photo Illusion, Bangkok

Format F12 (116,5×170 cm)

