

PAINT-BAG-BOMBS

VÖGELEARTCENTER



GOAL:

Advertise the exhibition “Managers! Everything under control?”

CHALLENGE:

Reach a broad audience, not just art enthusiasts, and create interest for an exhibition focused on managers and management.

EXECUTION:

Especially during the financial crisis, paint-bag-bombs were thrown at the buildings of the big and by many unpopular Banking buildings. This was mainly to protest against the mismanagement. This is why a tram line that moves through the busy Zurich business district was used as an eye catching moving

billboard for three months to generate interest for the exhibition “Managers! Everything under control?” Stickers in the shape and color of paint-bag-bomb splatters and managers ducking the bombs were put on the exterior of the tram. In the interior there was more info about the exhibition.

