



Creative brief

“Let Books Sweep You Away”

Design concept and execution: TAM-TAM

Partner: Zavod Divja misel (institute)

Medium: TAM-TAM billboard posters

Deadline: 22. 6. 2018

Project: Plaktivat 10 – »LET BOOKS SWEEP YOU AWAY«

Background:

Reading books takes us to other worlds and out of our own, it opens us up, sharpens our minds and hones our language skills. It stimulates our thought processes leading us to take a more active part in the world and is imperative in ensuring a healthy future of our society and the individual.

Book reading is increasingly perceived as (a school) obligation. Books are a source of guilty conscience among those who don't read or read less than they themselves or others would like. Parents and teachers encourage children to read books but don't address them enough by way of setting an example.

Though there is much talk about the consequences of poor reading culture and the positive effects of book reading on our society, little is said about the pleasure and added value lent by reading books both to us personally and in a wider social context.

The voice of the book is drowned out by the workings of society, constant attachment to our screens, our fast-paced lifestyles, and the perception of reality painted superficially by the media. If we allow them to seduce us, books can gift us with much beauty and help us fight the absurdities of everyday life.

WHY WE ADVERTISE?

In collaboration with Plaktivat, the *Divja misel* institute for non-profit communication aims to encourage people to start viewing books as an important and inspiring pastime, even though reading takes effort.

It is fact, that our society views reading books as having a positive value, yet people today have a hard time reading; it takes effort and time, we must also prevail over static noise, dispersion, and our lack of concentration.

The goal of this communication is to remind people that reading books is a forgotten pleasure.

We also want to incite people to allow themselves to be swept away by books again and experience them as an exceptionally beautiful and important part of everyday life.



This communication is not aimed at addressing the negative effects of poor reading culture but rather at presenting reading books as a distinctly positive and accessible experience. Let us allow books to sweep us away.

WHOM ARE WE ADDRESSING?

We are addressing all those who have lost touch with books and those who are not sufficiently aware that reading books is a pleasure.

THE CREATIVE CHALLENGE

Impassion and entice people to read books again.

THE RELEVANT HUMAN REALITY – OR WHY OUR MESSAGE COULD RELATE TO ALL PEOPLE (way in)

We wish to communicate to people that books are a gateway to various worlds or a retreat from them. They provide encounters with other viewpoints, stances, and ideas; they stimulate thought acrobatics and access the beauty of language, which is disappearing from everyday communication.

Reading books enables us to travel to other worlds, compare them against our own, expand our experience, and take a vital break from the crazy pace of the world.

WHAT WE WANT THE FOCUS GROUP TO THINK?

Reading books is one of the most beautiful and reasonable activities I can indulge in.

GUIDELINES THAT MUST BE FOLLOWED:

In designing your creative solution, adhere to the set format and take into account the context of TAM-TAM urban billboard posters. Be particularly mindful of the fact that urban posters are incorporated in the public space of the streets, and design your poster to be noticeable, legible, and communicative in the multitude of visual stimuli encountered in the street. Consider what follows from the fact that urban posters are usually first viewed from a distance of a few metres and only later seen from up close – how much text can such a format endure, how will it attract attention, etc.

Further relevant information useful in ensuring high-quality design is available at:
<https://designshack.net/articles/inspiration/10-tips-for-perfect-poster-design/>.

Ljubljana 18 May 2018