Pavel Vybíral \ / Alžběta Pavlínová



Be present in other media types: Interactive print, interactive banners, etc.

Disrupt the public space + raise interest
Use traditional media but unconventionally
Night changing CLV and
empty stages in public spaces

Navigate public to web site
Personalized letters by famous artists
– honour those who have retired
Let the public interact and express support

"Although we are not in the spotlight anymore, it doesn't mean we don't exist."

Go deeper and make something outstanding – TV / radio documentary

Goal:

Present retired artists with dignity
Show that they are missing in our space
Involve famous artists
Get 50 million CZK!

Ask donors for donation with interactive package