

Sprite THE COOLEST STOPS TO WAIT

KEY TENSION

THE FEELING OF PHYSICAL HEAT IN THE SUMMER TIME IS AN ANNOYING FACTOR AND AT ONE MOMENT THE SITUATION CAN HEAT UP TO THE LIMIT AND GET OUT OF CONTROL

COMMUNICATIONS ROLE

IN THE HOTTEST PERIOD OF TIME AND IN THE RELEVANT PLACE, USING EXPERIENTIAL IDEAS TO HELP PEOPLE COPE WITH THE HEAT

IMPLEMENTATION

TO HELP PEOPLE SURVIVE THE HOTTEST MONTH IN ALMATY – JULY, AND IN THE PLACE WHERE THEY NEED IT MOST – BUS STOPS WHEN PEOPLE STAND IN DIRECT SUNLIGHT AND MELT FROM THE HEAT.

TO HELP THEM COPE WITH THE SITUATION, A UNIQUE BRANDED BUS STOP WAS CREATED, WHICH SAVES PEOPLE FROM THE SUMMER HEAT. WE USED ELEMENTS THAT ARE ASSOCIATED WITH COLD – LARGE CUBES OF ICE. THE MOST IMPORTANT ELEMENT OF THE STOP WAS THAT COOL WATER WAS SPRAYED EVERY 15 MINUTES, WHICH COOLED PEOPLE WHILE WAITING FOR THEIR BUS.

