

NEMATOMA

INVISIBLE POSTERS

BACKGROUND

Lithuanian movie invisible by director Ignas Jonynas is a story about a dancer who faked his way to fame by pretending to be blind. Three main characters of the film on the outside have a pleasant and friendly persona, but in the inside, they hide much darker side which is revealed during the film.

IDEA

We created double layered posters and did some wild posting around the cities. Usually this kind of posters are teared down within several days or weeks. And our posters were designed to be teared down as they would reveal much darker portrait behind a happy face.

