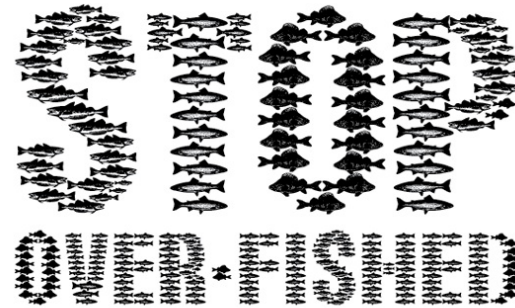


1/2 Fish Speech

The message that the world should know!



40% to 60% of the catch is discarded unused and another 52% are under threat of extinction.



Solution

A crossmedia and multimedia campaign created by shoal of fish... They need to tell us something very important...

Crossmedia - Multimedia - Activism

- Urban Fish Speech animated videos
(urban screening & facade projections)
- Urban Fish Speech guerrilla graphic walls
- Fish Speech Interactive Urban Guerrilla Dispensers
- Internet Fish Speech animations
- Fish Speech campaign signs
- Fish Speech merchandise
- Fish Speech posters
- Fish Speech outdoors
- Fish Speech viral videos
- The Big Fish Speech Net
- Fish Speech Social Networks Petition
- Fish Speech sketch performance with big fish heads costumes

STOP OVERFISHING!!!
For a living planet!!!

Fabulous Fish!

2/2

Fish Speech

The message that the world should know!

Creative's profile



Xavier Iturralde PRO

Creator / Designer / Open Innovator / Artist /
Crowdstormer
Gye, Ecuador

Creative's top 5 skills

Product Design, User Experience, Packaging Design, Communication
Concept, Textile Design