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LISTEN! An emotional audio guerilla campaign.

**OLD**  
→

**PLEASE DELETE THEM, JEROEN. = )**

Solution

Basic idea

How can we connect urban civilization with the ocean?

How can we make people understand or feel that we have to change something?

An "unseen" audio guerilla campaign on public places in urban environment. Put your headset on and imagine you are just walking through the streets of your city :

<http://www.youtube.com/watch?v=xo2bvbdtx8&feature=fvw>

The world of deep sea water and oceans is so far away for civilization  
◆ but

might become much closer by being touched by the sound of the whales.

Fabulous Fish!

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### 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

### Collaborators



**Jesko Stoetzer** PRO

Creative Director  
Berlin, Germany