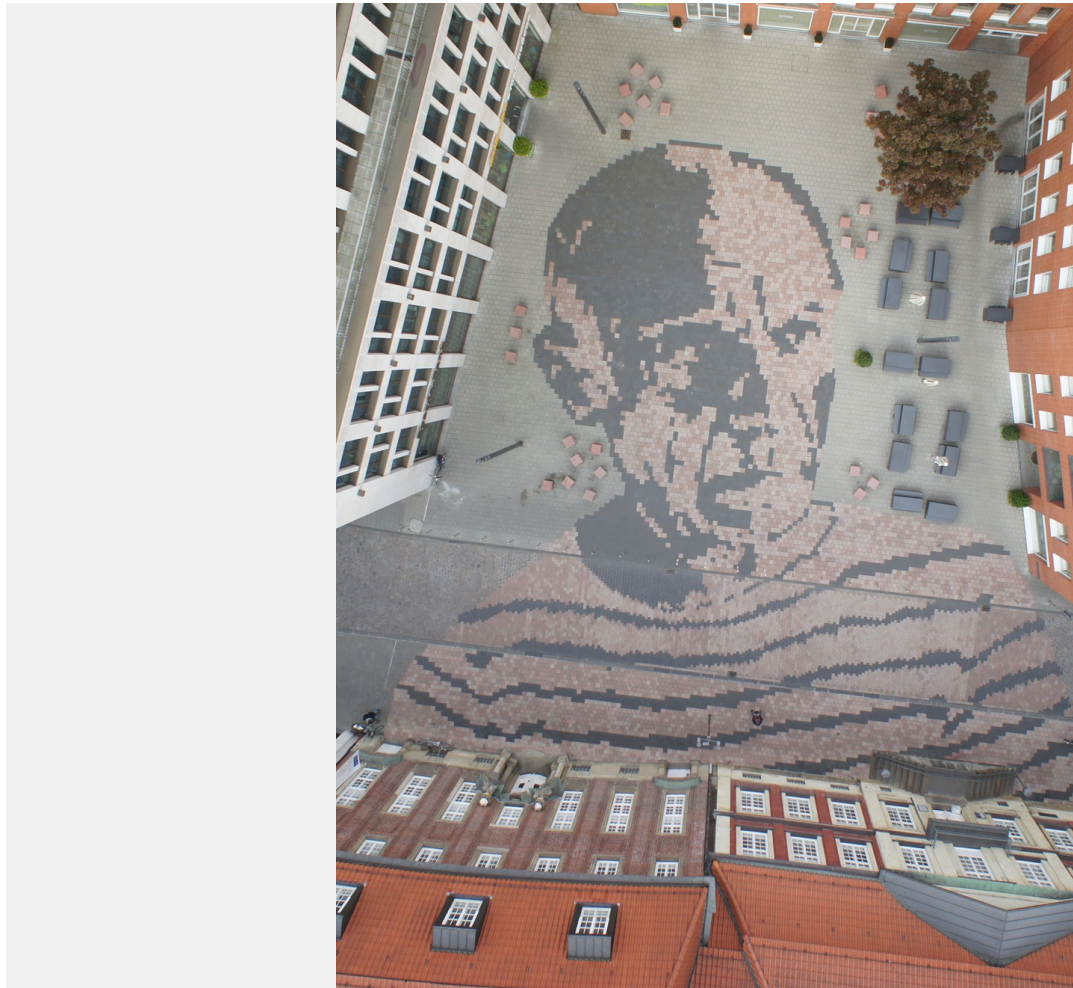


1/9 **RECREATION FACILITIES +video**

Let's make various recreation facilities in shape of Sparkasse logo.



Solution

Recreation facilities for berliners, like playground for kids, benches for elder, funboxes for skaters, mini-golf arenas etc. will be placed in Berlin public spaces. All recreation facilities will be in shape of Sparkasse logo.

Status: 17.06.2018

2/9

## RECREATION FACILITIES +video

Let's make various recreation facilities in shape of Sparkasse logo.

Please describe your idea in one sentence.

Let's make various recreation facilities in shape of Sparkasse logo - playground for kids, benches for elder, funboxes for skaters will be good for Berlin!

3/9

## RECREATION FACILITIES +video

Let's make various recreation facilities in shape of Sparkasse logo.

Who will benefit from your idea, hence whom is your idea directed towards?

Kids, elder people, tourists, skaters - all who need for recreation in the city.

4/9

## RECREATION FACILITIES +video

Let's make various recreation facilities in shape of Sparkasse logo.

Why is your idea “good for Berlin”?

Additional recreation facilities in such a busy city as Berlin will be good to take a rest and make city face more positive.

5/9

## RECREATION FACILITIES +video

Let's make various recreation facilities in shape of Sparkasse logo.

How many people do you think will benefit from your idea?

All that people who use public parks, gardens and squares.

6/9

## RECREATION FACILITIES +video

Let's make various recreation facilities in shape of Sparkasse logo.

In what way does the Berliner Sparkasse gain visibility through your idea?

Each attraction is made of the shape of sparkasse logo, so huge logos will be placed around the city.

7/9

## RECREATION FACILITIES +video

Let's make various recreation facilities in shape of Sparkasse logo.

Which kind of people and how many of them will take notice of your campaign?

I don't know precisely. Let's see. :)

8/9

## RECREATION FACILITIES +video

Let's make various recreation facilities in shape of Sparkasse logo.

How much do you estimate the annual budget for the implementation of your idea to be?

Depending on the municipal policy, each recreation facility will cost from 2000 to 7000 EUR



Gute Ideen für Berlin

9/9

## RECREATION FACILITIES +video

Let's make various recreation facilities in shape of Sparkasse logo.

Creative's profile



**Jevgenijs Leonovs** PRO

Architect + more

Riga, Latvia

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Interior Design, Packaging Design