

Liviko Vana Tallinn Faraday Bar

Vana Tallinn - an iconic drink meant to be enjoyed in the company of friends. Unfortunately due to digital advancements and the rise of social media, our target group has become less connected with their friends, and our product, than ever.

We took it our mission to change that and come up with a solution that encourages friends to disconnect from the digital world and connect with their friends.

The solution came in the form of a very special bar - **Vana Tallinn Faraday Bar**. The walls of the bar were laced with a special mesh that blocks out all electromagnetic frequencies (Wi-Fi, 4G, GSM, etc) and thus hindering smartphones useless.

Now our customers could enjoy conversations with their friends without the distraction of ringing phones, flashing selfies and the constants bombardment of social media notifications. **Because the best conversations happen where the wifi ends.**