

Tartu 2024

European

Capital of Culture

PROJECT SCOPE

Concept + Print Design

DATE

2019

Alates 1985. aastast on üle 50 linna Euroopa Liidus kandnud Euroopa kultuuripealinna tiitlit. 2019. aasta augustis võitis kodulinn Tartu Euroopa kultuuripealinn 2024 tiitli.

Projekti briif andis võimaluse luua midagi südalinna keskmesse. Väljakutse lahendamise esimene samm oli liikumise kaardistamine, et mõista erinevaid vaatenurki. Selline lähenemine lõi aluse dualistlikule visuaalse keelele. Teisisõnu, kaugelt vaadates tunduvad stendid kui installatsioon, ent lähedalt kui väljapanek, mida saab detailsemalt uurida.

Since 1985, over 50 cities across the European Union have carried the title of the European Capital of Culture. In August 2019, my hometown Tartu was named the European Capital of Culture 2024.

I had the freedom to create something for everyone to see in the heart of the city. I started to untangle this question by drawing maps to understand the different viewing angles of the billboards. With this in mind, I decided to take a dualistic approach. From a distance, the billboards formed a unified whole that looked like an installation. From close by, it would give the feel of an exhibition, where each billboard could be observed separately.