

Come on a real holiday /
Puhka jälle päriselt

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Background

The Spring of 2020. The whole world got shut down – the streets empty, all possibilities of entertainment removed, people forced to stay home and forget about travelling.

The summer capital of Estonia, Pärnu, decided to take the risk and start preparing for the upcoming summer in the hopes that the situation gets better and people will get to enjoy the sunniest time of the year.

Solution

The creative concept “Come on a real holiday” played on the idea that people have been dreaming about taking a vacation and there’s no need to pretend anymore. It’s finally possible. We made the concept come to life through fakeation photos highlighting different possibilities that Pärnu has to offer.

What made the process extraordinary was that at the time of the production we were still operating within strict COVID-19 regulations. The fakeation photos were done by photographer Iris Kivisalu at her home, using only her own family members to ensure we would be 100% responsible.

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Võida puhkus, millest oled unistanud!

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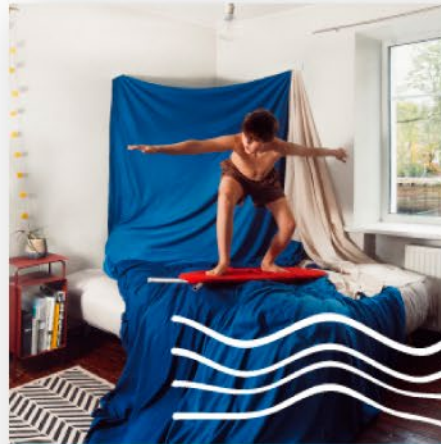


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Suvepealinn 25. aastat

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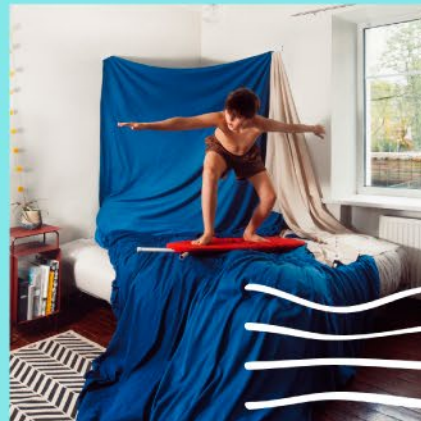
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