

MA  KE

 CITIES

FO  R

PEOPLE 

To prove that cities get better when fewer people need cars, we created the world's first gallery of urban transformations.

Photographer Tõnu Tunnel travelled across Europe to recreate 50 archival photos and show that change can happen everywhere.

We turned the library into an integrated campaign, with an online gallery, outdoor exhibitions in Tallinn, Warsaw, Berlin & Stockholm, digital exhibitions in the Bolt app, countless paid digital assets and earned PR coverage across Europe.

We collaborated with key opinion leaders, including Karen K. Burns from the Urban Land Institute, Dr. Annela-Anger Kraavi from the University of Cambridge, and Johan Tali from the Estonian Academy of Arts.

Let's make cities for people.