



City of
Ljubljana
City Administration

Mayor's Cabinet

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Press release

Award for the Green Heart

The Green Heart interactive installation which was set up in front of the City Hall at the beginning of the green year received the Grand Prize at the 25th Slovenian Advertising Festival in the »Direct Communication« category.

At the opening of the European Green Capital 2016, the Green Heart interactive installation was set up in front of the City Hall, and citizens were invited to use the built-in digital stethoscope to record their heartbeat. To emphasize the green character the sculpture was rhythmically lighting up in green as it was recording heartbeats, and the heartbeat recordings were also used in the musical arrangement of the hymn of the Green Capital.

The campaign commissioned by the City of Ljubljana was designed by the agency Pristop d.o.o.

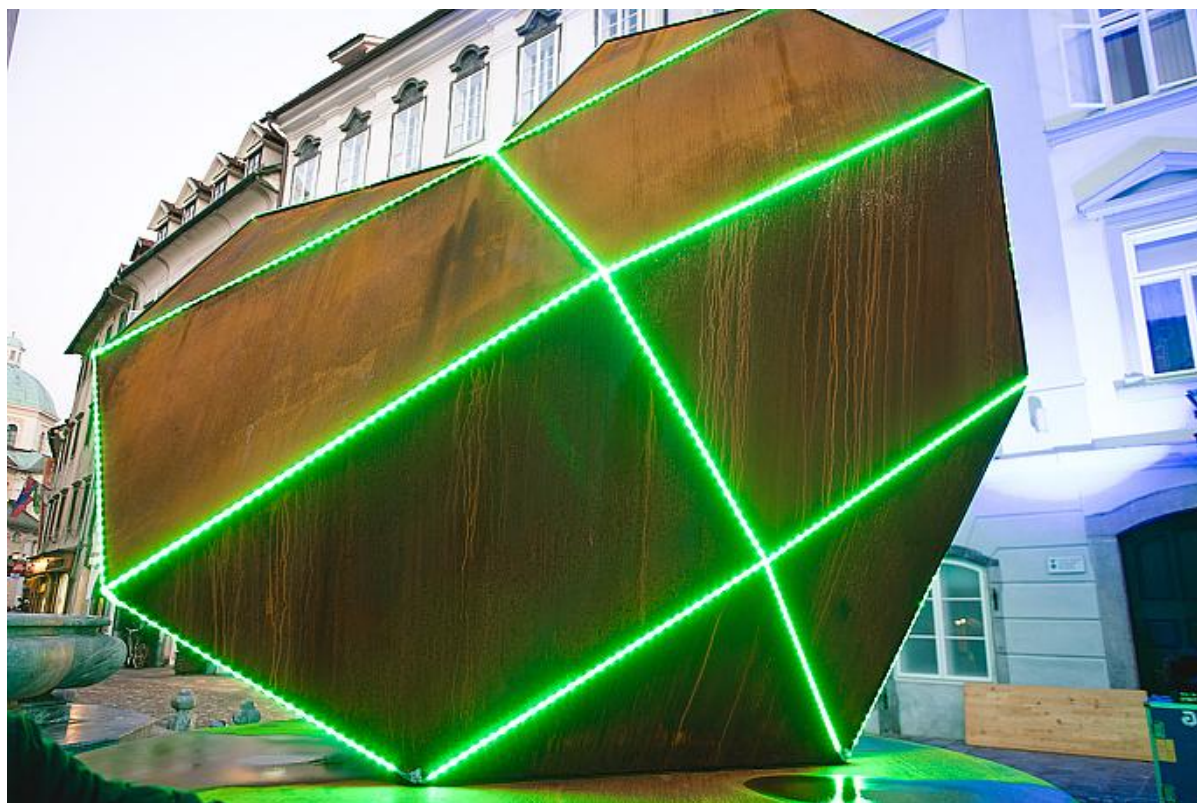


Photo: N. Pernek