

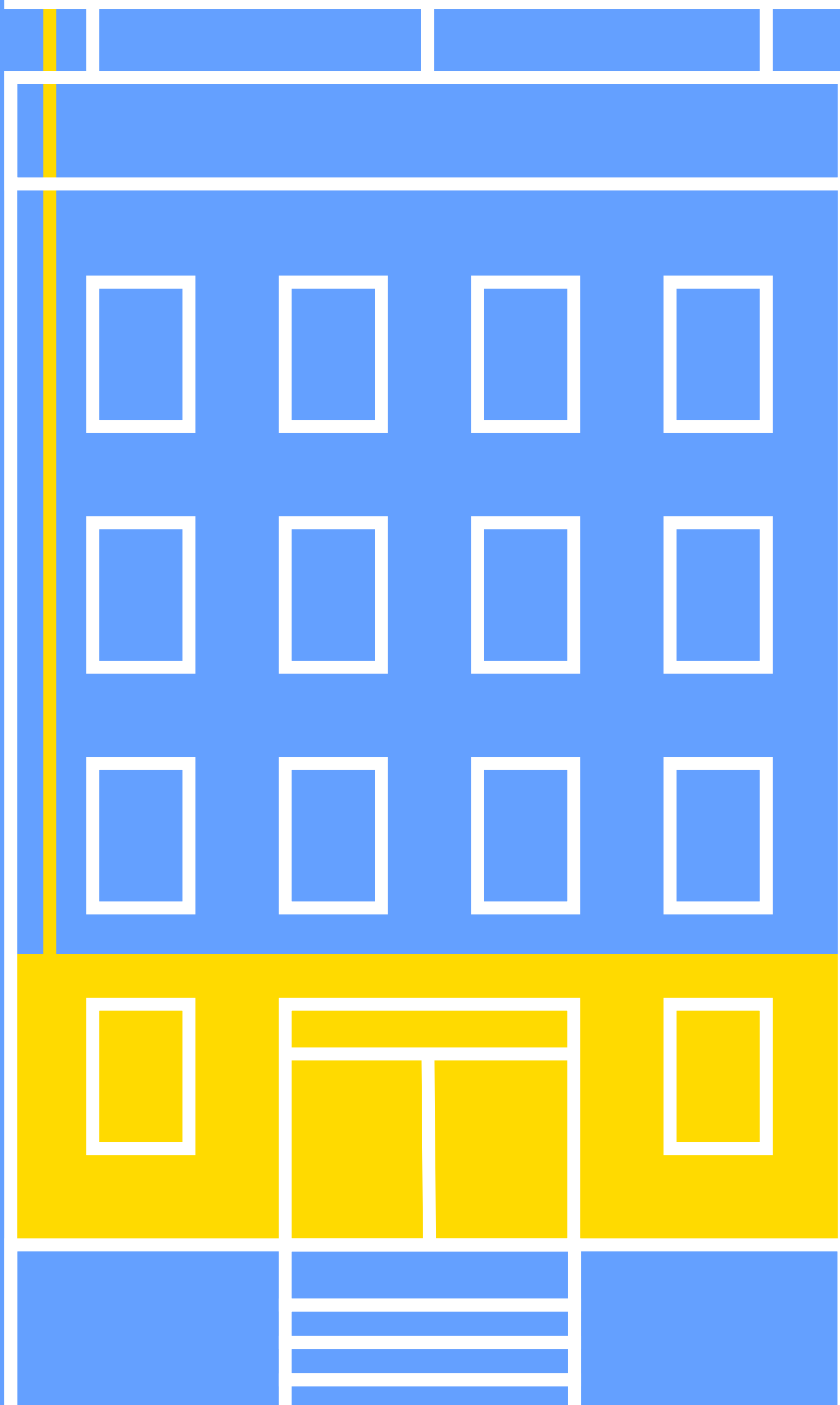
# #DOJUST1THING

Advertising campaign  
promoting The Community  
Solar Project in NYC

Proposed By:  
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Solar panels are used as the negative space for the "GO SOLAR" slogan and positive space for the "#DOJUST1THING" tag. The prior slogan and the negative space for the latter one light up when night falls.



The energy collected by the solar panel is more than enough to light up the slogan, thus it is also directed to the lounge area of the building, providing free illumination at night time.