



NEW HOT 12H 24H 3D 7D



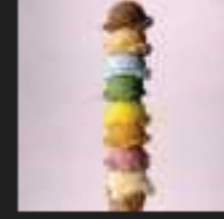
1. Fantastic Femmetographers



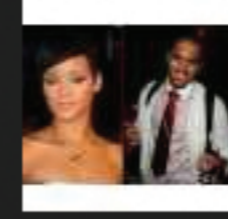
2. Budget-Friendly High Fashion



3. Z-Frame Bicycles



4. 37 Incredible Ice Cream



5. 28 Anti-Abuse Ad Campaigns



6. 31 Foods You Can Customize



7. Mile-High Flying Mansions



8. Controversial Criminal Ad

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futureheadz

On: Jun 6, 08 4 Trends 0 Comments

Rookie



Deceptive Naughty (VIDEO)

GET THE NEW MINI-ALBUM BY GROOVE ARMADA FREE FROM BACARD B-LIVE

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Temporary Sidewalk Ads

Puma Fashion Fast Lanes



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OneFastBuffalo

A Strategic Branding, Design & Interactive Agency

Ads by Google

Fashion fast lanes, a new instrument for promotion on pavement, has been introduced for Puma. The project was developed by future:headz to guide fashionistas to the newly opened Puma Store in Marseille, France.



1,097 Views - Click for Gallery

The ads feature the iconic cougar logo and text that reads, "Voie Rapide Pour la Mode," which roughly translates to fast lane to fashion.

"No harm is being done," assures Amiel Pretsch, creative director and executive director of future:headz. "Its special material that is washing off at the first rain."

This allows the creative agency from Munich, Germany to work around the rules and restrictions of advertising laws in Marseille.

Agency and Photo rights: future:headz

Check out some more pavement art:

Cleanvertising / Reverse Graffiti (UPDATE) - Ads That Clean The Streets

In 2006, Trend Hunter first wrote about a UK ad firm that offered reverse graffiti, where you wash your ads into the environment. A year later and new firms have been inspired, plus the idea is getting more coverage. Now, Street Advertising Services are at last offering a more legal solution to st... [More]



Ads that clean streets

Interactive Love Story - Story Telling on Pavements

She Loves The Moon' is an interactive love story / art installation found on the streets of San Fransisco. To 'read' the book you choose simply follow the arrows which correspond with the story line you would like to follow. Without giving too much away there are two endings to this story; one happ... [More]



CAN YOU GUESS WHAT'S NEXT?



NEXT

[More Choice]



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