



Art is always with you

Campaign for Le Gallerie d'Arte di Lugano (GAL)

A limited edition series to commemorate *Multiple Identity*, the 2024 group show of the Lugano Art Galleries at the Asilo Ciani.

By simply bringing their phone near the medallion, art lovers receive instant access to the GAL network's latest initiatives via their website. Each talisman was packaged in a small gift bag with a libretto about the campaign and how to use the medallion.