

VANISHING ARTIST

Liu Bolin





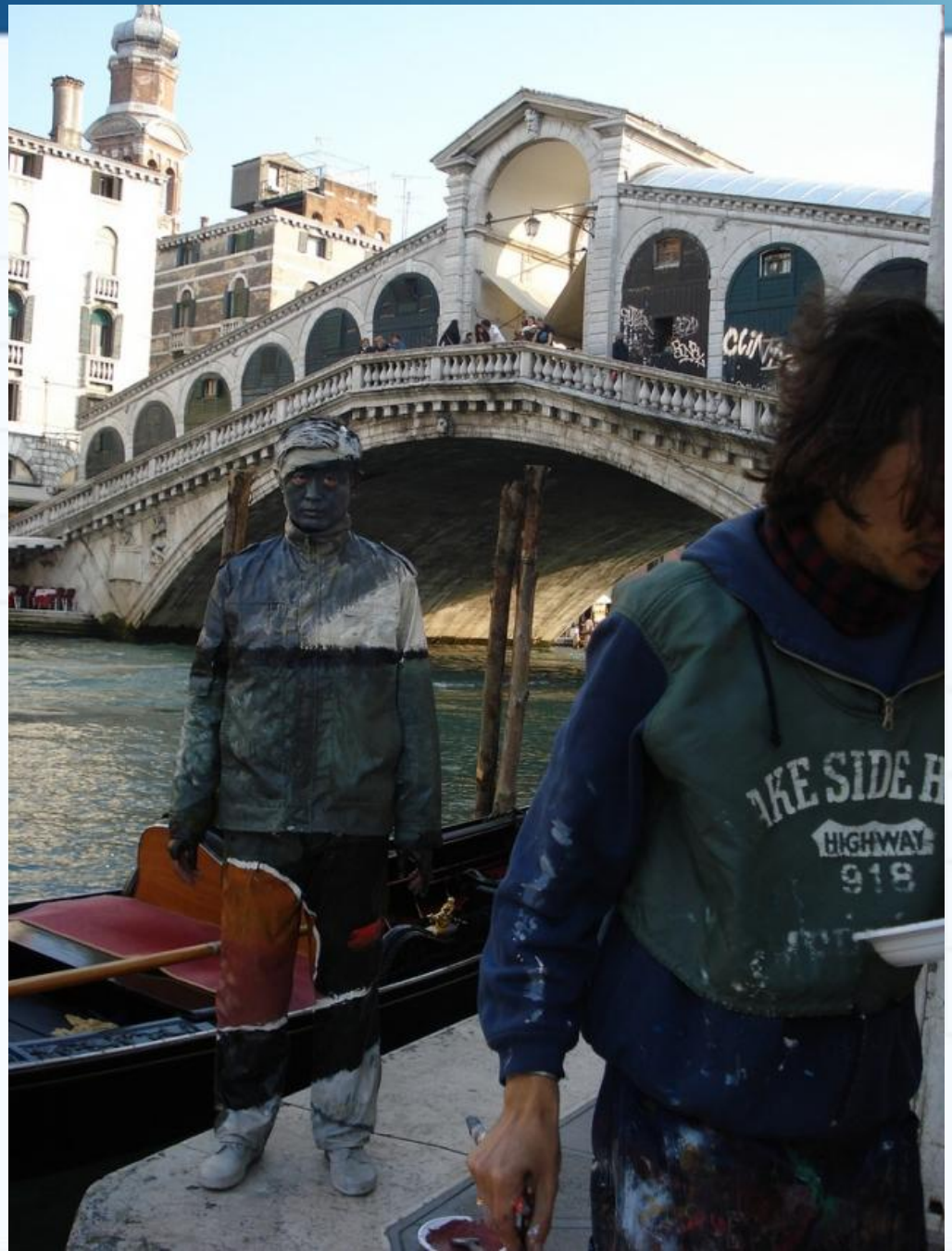
















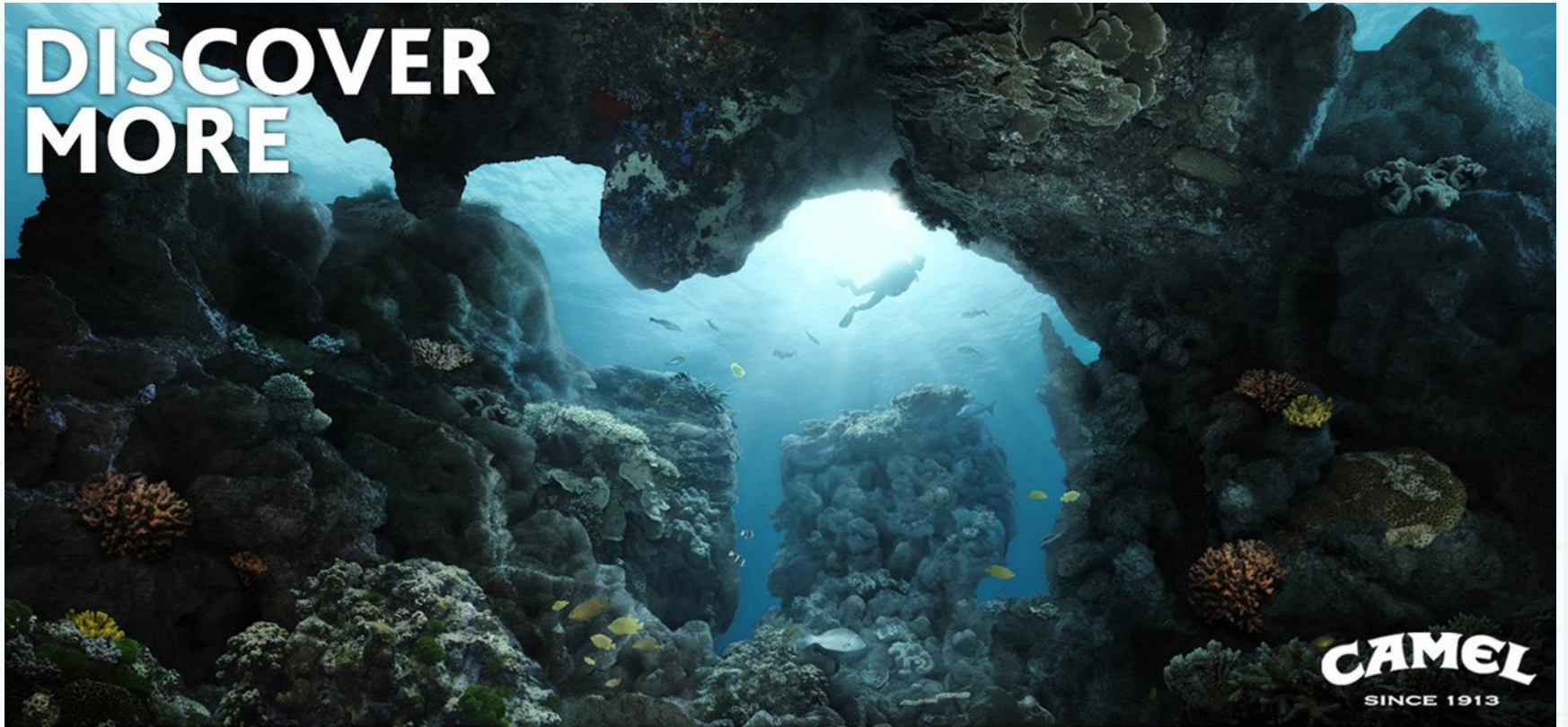


ASSOCIATIVE THINKING



- **Specialists of BBDO developed images for advertising products of «Camel»**

**DISCOVER
MORE**



CAMEL
SINCE 1913

TOBACCO SERIOUSLY DAMAGES HEALTH



DISCOVER
MORE

CAMEL
SINCE 1913

TOBACCO SERIOUSLY DAMAGES HEALTH

**DISCOVER
MORE**



CAMEL
SINCE 1900

TOBACCO SERIOUSLY DAMAGES HEALTH

**DISCOVER
MORE**

CAMEL
SINCE 1913

TOBACCO SERIOUSLY DAMAGES HEALTH

**DISCOVER
MORE**

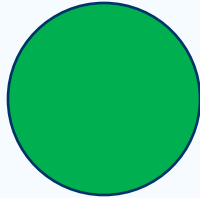


CAMEL
SINCE 1913

TOBACCO SERIOUSLY DAMAGES HEALTH



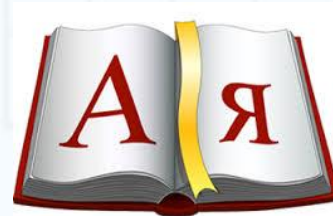
TOBACCO SERIOUSLY DAMAGES HEALTH



- Determine the main approach and suggest your own ideas to create new images by this way

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Group 1	Group 2	Group 3
<p>Shovel Thermometer Dress Knife</p>	<p>Queen Angle Pillow Vegetable</p>	<p>Waltz Mouse Dictionary fairy tale / story</p>



1. Divide words on 2 groups on base of any sign
2. Justify this sign

- Well / колодец
- Foto
- Approval
- Spaceship
- Tsunami
- Evil



Group 1	Group 2	Group 3
pub ghost tram rocking chair thunder / гром cry/ крик	rate / тариф lemon resin bullfight comedy scandal	bread portfolio miser / скряга shopping center wallet reason

1. Divide words on 2 groups on base of any sign
2. Justify this sign