

# Havas Worldwide Johannesburg raises awareness for gambling addiction

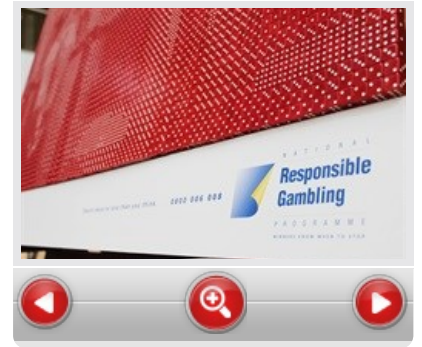
Issued by [Havas Johannesburg](#)

22 Apr 2014

To bring life to the potential negative effects of severe gambling addiction, the Havas WW Johannesburg team created stunning art pieces out of dice. These pieces are aimed at illustrating the way life can be for those living with this addiction.

Each individual art piece comprised of 6048 dice, each individually stuck down by hand. "This idea was proactively generated by our team and then created in cooperation with the National Responsible Gambling Programme (NRGP)," explains Eoin Welsh, executive creative director at Havas WW Johannesburg.

The total size of the art pieces spans 1,1m high and 1,5m wide. "This was an absolutely massive undertaking, involving painstaking building of these images one dice at a time," says Welsh, adding that only two people could work on the pieces at one time. He explains that this is an important project for the agency because so many people are unaware of how serious an addiction to gambling is. "Addictions to drugs and alcohol always seem to be put under the spotlight. Gambling is a very serious problem in its own right, and the repercussions of this move far beyond the money one might lose. This addiction puts ones family and whole life at risk, and we are proud to be able to use this project to create some much needed awareness and talkability around this subject."



These outdoor installations are being showcased at an array of public places, including popular shopping malls. Last week, the pieces were on display at the Bryanston Shopping Centre, where they drew much interest from the public.

The full team who worked on this project comprises:

Eoin Welsh - ECD  
Fiona O'Connor - Creative Director  
Jonathan Wolberg - Senior Art Director  
Paul Frade - Copywriter  
Thandi Zondo - Production  
Annie Lazarevski - Business Unit Director

- ° **LG's 2024 soundbars deliver complete at-home entertainment with rich audio** 15 Jan 2024
- ° **Havas Red expands to South Africa adding PR, social and content capability to the region** 11 Sep 2023
- ° **Havas Media ranks 5th as media agency in South Africa, Recma First Edition 2023 results show** 9 May 2023
- ° **Havas prosumer studies reveal interesting facts on lesser explored topics** 12 Jan 2023
- ° **Pernod Ricard appoints Havas Media SA as its media agency of record** 22 Dec 2022

[Havas Johannesburg](#)

**HAVAS**

To be the world's best company at creating meaningful connections between people and brands using creativity, media and innovation.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>