

# Joe Public executes door wrap for Italtile

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Female shoppers in upmarket Sandton City had to look twice in the ladies washroom when Joe Public executed a cleverly applicated door wrap for client Italtile.



“We had limited time and budget to get the message across that all it takes to transform a dull bathroom area into a beautifully decorated space is a little imagination and quality finishes,” says Creative Director for Joe Public Liezl-Mari Long.

Great care was taken to match the colours with those already found in Sandton City washrooms. With the door closed, the visual gives the impression of an available cubicle, but much smarter than its neighbours.

“Production was handled in-house with photography expertly executed by The Reeds,” says Liezl-Mari. “This is a project we will definitely be looking at again for relevant briefs, given the instant, positive feedback we received from both client and consumers.”

The creative team involved were: Creative Director Liezl-Mari Long, Art Directors Brendan Hofmann and Casey van Embden, copywritten by Liezl-Mari Long and Emma Clark.

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