



Golden Days 1989 — Being there

The Golden Days Festival is an annual event in Copenhagen. Each year with a new theme within the area of culture and history. In 2019 – 30 years after the fall of the Berlin wall – the theme was 1989. The festival paid a tribute to the year of 1989 – a year that changed history and the year where Europe was reunited and set free. The festival zoomed in on life in 1989 and on what happened to the dreams.

We designed the entire identity by creating a poster campaign in the public space in and around Copenhagen. The posters evoked a feeling of 'Being there' — In Berlin 1989, just before and when the eastern block collapsed. In order to recreate the feeling of 'Being there' we recreated typographical warning signs from the border crossing between east and west Berlin. The poster series also contained original press photos from the 9th of November when Germans crossed the wall and once again were able to move freely. To illustrate and

depict the division of Berlin we used landscape format photographs, cut in half creating two posters of one image — a symbol of a people divided but united.

A special version of the campaign were used on the border of Copenhagen and Frederiksberg municipality simulating how it feels to live in a divided city.





**YOU ARE LEAVING
THE AMERICAN
SECTOR
ВЫ ВЫЕЗЖАЕТЕ ИЗ
АМЕРИКАНСКОГО
СЕКТОРА
VOUS SORTEZ
DU SECTEUR
AMÉRICAIN
SIE VERLASSEN DEN
AMERIKANISCHEN
SEKTOR**

1989

30-året for Murens fald



Realdania



FREDERIKSBERG
KOMMUNE

FREDERIKSBERG
FONDEN

dreyersfond

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