

## ポルタで休日。



*Holiday with Porta*



横浜駅東口駅ビルPORTAの年間広告展開メインビジュアル案。映画「ローマの休日」のように、ちょっとオシャレで、楽しくて、自分だけの物語が生まれるPORTAであることを、PORTAから「遊びに来ない？」というメッセージが届くイメージで表現。イタリアの街に暮らす人の写真を、モノクロ映画のようにセピア調で表現。

The annual advertising development mainvisual plan of Yokohama station East Exit station building PORTA. Like a movie "a Roman holiday", to be PORTA that it is a little pleasant and only a story is born with stylish, with the image of receiving the message of "It doesn't come and see me?" from PORTA, expression. Express the photograph of the person who lives in the Italian town as the monochrome movie by the sepia style.

