

PSP CUTOUT WINNER OF SABRE AWARD

The Brief:

To promote PSP as a portable, covetable entertainment console

The Solution:

We commissioned designer Peter Saville to design 500 giant guitar 'cutouts'. These were placed on the streets of London as an outdoor art exhibition.

Each cutout guitar was numbered as a limited edition piece and 50 were signed by Peter Saville

Ten young designers customised a ten of the guitars, forming the basis of an installation at Oki-Ni in Mayfair



Above: Guitar in-situ, below some press coverage

SOME PRESS COVERAGE

"If you happen to spot a giant guitar-shaped cut-out on the streets in the next twelve days and fancy taking it home with you there's no need to feel sheepish; that's precisely what you're intended to do. PSP presents Cutout, billed as 'an interactive and democratic art installation' is in fact a promotion for the new PlayStation Portable."

TimeOut London

"As PR Stunts go, free art has to beat cartoon frogs."

Evening Standard

