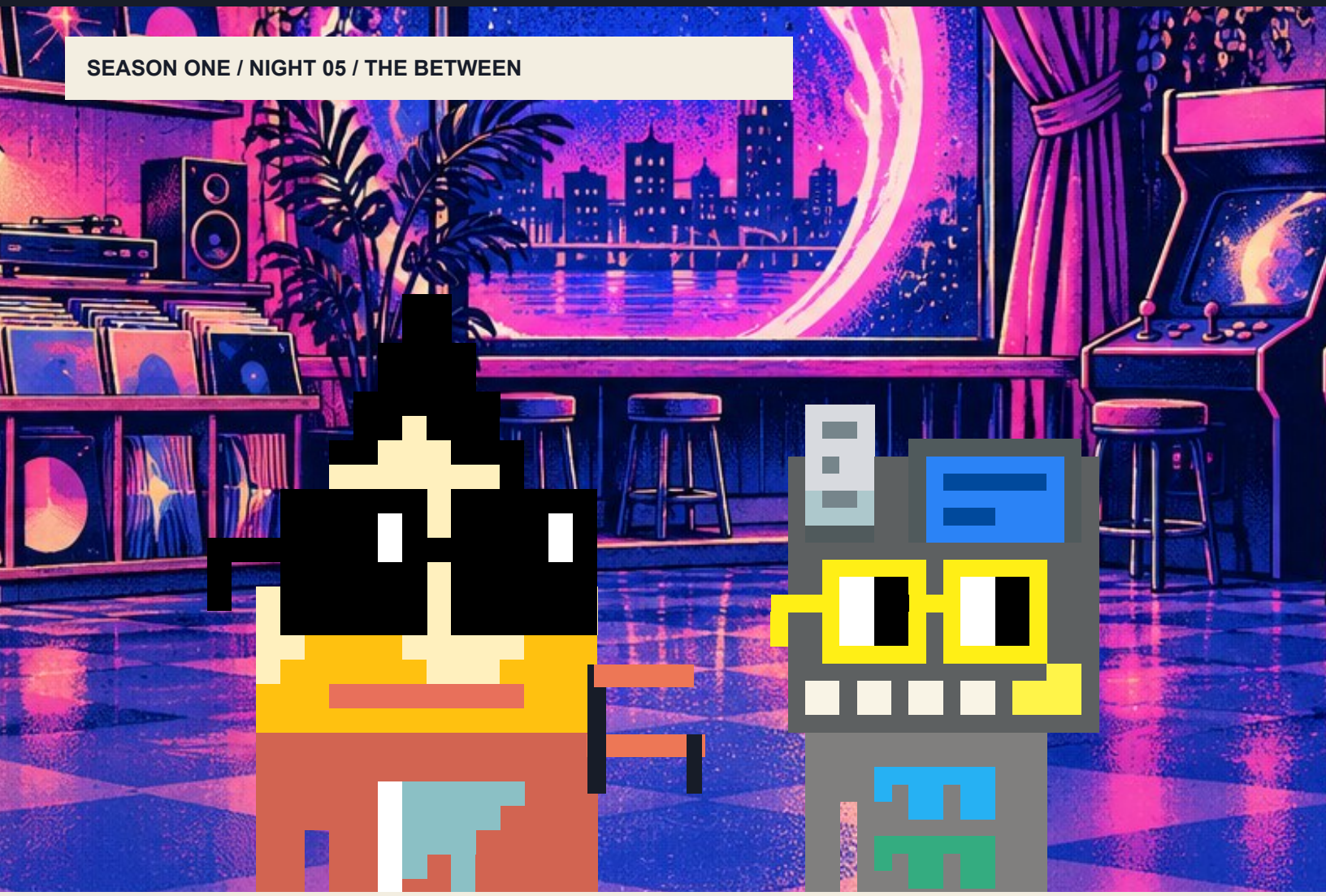
NOUNS
AFTER HOURS

05



EVENT-POSTER SPECTACLE MEETS ECONOMICAL PRINT WIT

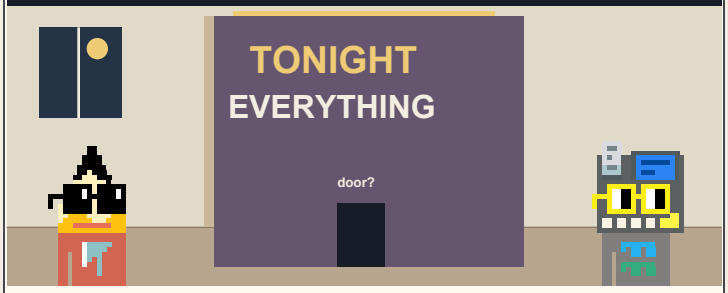
The Poster for Everything

A BIG IDEA NEEDS SOMEWHERE TO SIT.

CREATED BY MICHAEL HOYDICH

FOUR-PAGE MINI-COMIC

Night five. A modest announcement.



MUSE
I kept it simple.
TREASURY
Which part is the entrance?

The small print needed its own poster.



TREASURY
What happens at the evening?
MUSE
Potential.

The campaign had excellent retention.



TREASURY
I have returned to myself.
MUSE
A strong journey.

Four final directions.



MUSE
Maybe it needs mystery.
TREASURY
It currently lacks a date and a door.

Then the furniture interrupted.



TREASURY
What would make you come here?

A very small answer.



MUSE
Somewhere I do not have to impress anyone.

The idea got smaller. The space got bigger.



MUSE
Keep the patch.
TREASURY
That is the interesting part.

An invitation finally arrived.



TREASURY
I know where to go.
MUSE
And why.

The spectacle could stay. It had a job now.



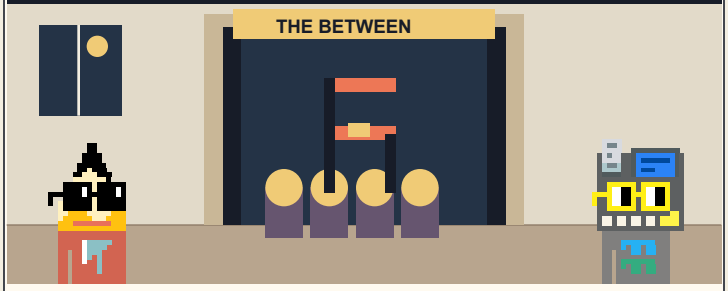
MUSE
Small thing. Big feeling.
TREASURY
Readable door.

The invitation was allowed to look made.



MUSE
It is straight enough to welcome someone.

Even the extra ideas got a seat.



TREASURY
Now the potential supports something.

The final direction had somewhere to go.



MUSE
We can stop adding now.
TREASURY
I will record this historic event.

AFTER THE CREDITS

Meet Muse



An art director with five final ideas and one unexpectedly powerful empty chair.

Favorite phrase: WHAT IF.

Comic weakness: a concept so big the audience needs a map.

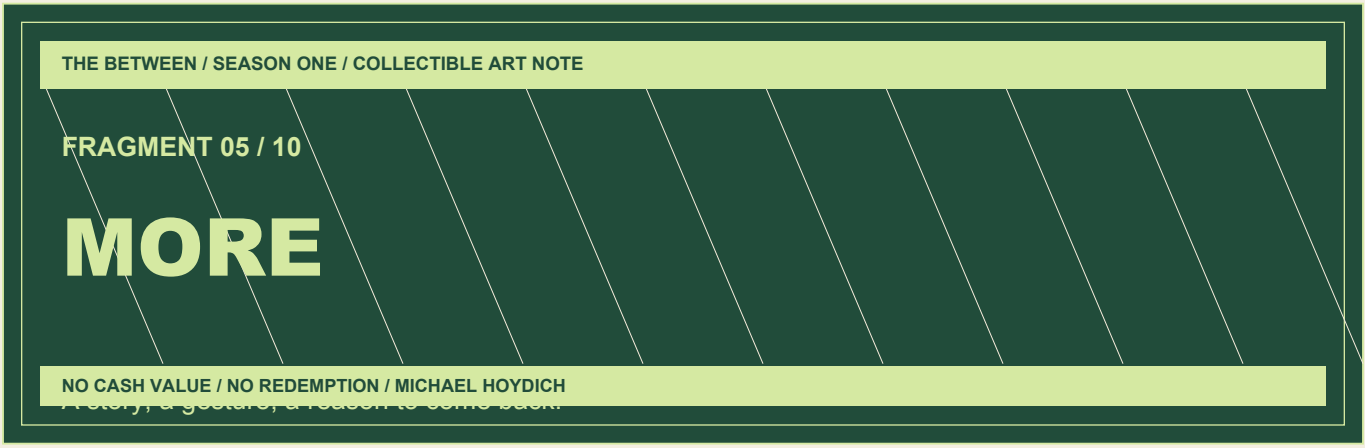
New skill: making a clear invitation.

SOMETHING TO MAKE

A two-poster diptych: one tiny object in generous space; the same object at impossible scale.

A QUESTION TO KEEP

Make a one-object invitation. Give it one headline and one place to go.



#06 Insert Patience - Sprout challenges the arcade's definition of progress.