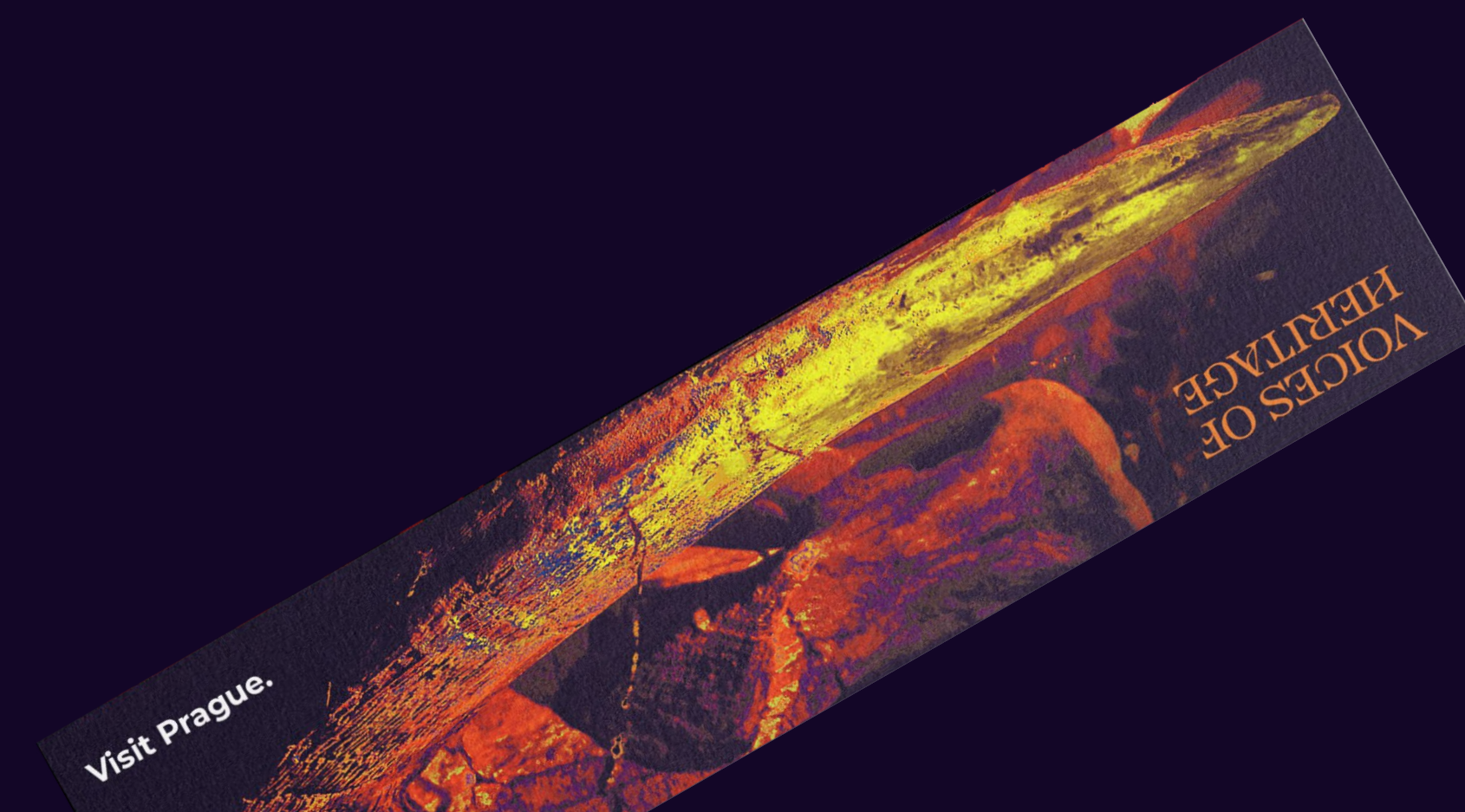




Visit Prague.





ESCOLA DE
TECNOLOGIAS
INOVAÇÃO
E CRIAÇÃO

Erasmus+

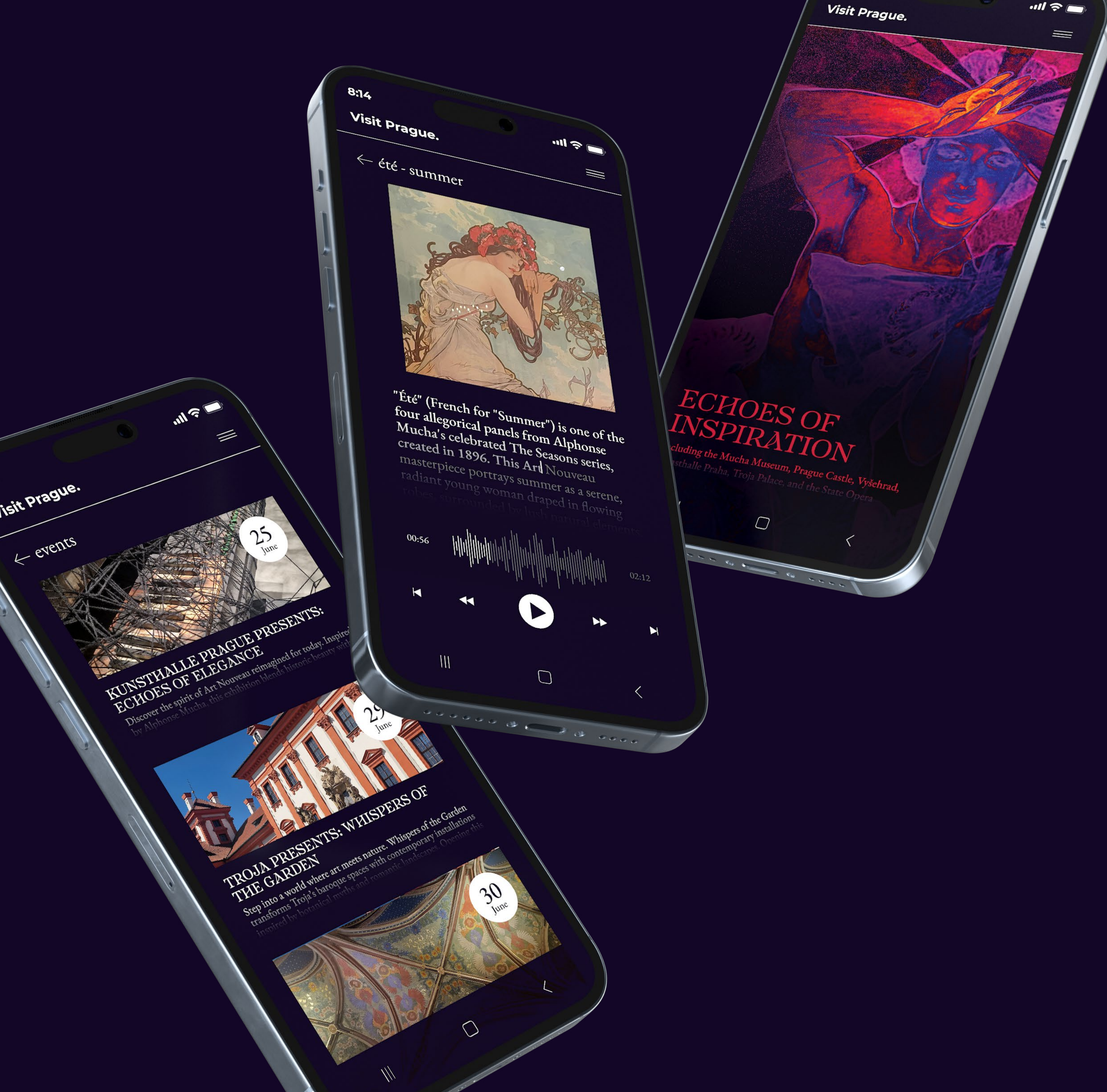
Enriching lives, opening minds.



During my Erasmus+ experience, I grew significantly — not only on a professional level, but also personally. The city became a foundation for the many experiences and values I encountered, and it deeply shaped my sense of identity and belonging. Inspired by this transformation, I decided to develop a project based on four core values that stood out to me and now serve as lasting reminders of the city: Inspiration, Nature, Heritage, and Connection.

Motivated by the desire to promote the city that welcomed me and allowed me to live these experiences, I created a fictional tourist office called ‘Visit Prague.’ Under this concept, I designed a tourism campaign centered around these four values. Each value would correspond to a different theme-based itinerary, targeting specific audiences and supported by unique branding strategies.

The four campaigns are: Echoes of Inspiration, Seeds of Reflection, Voices of Heritage, and Paths of Connection. These campaigns would be unified through a single mobile app, which would highlight related events, locations, and include interactive features tailored to each theme. This digital hub would allow visitors to explore the city in a more meaningful and personalized way, aligned with the values that made my Erasmus+ experience so impactful.



ECHOES OF INSPIRATION

The Values that inspired this section were Inspiration, Admiration, and Beauty. I have a deep love for art, and during my time in Prague, I felt profoundly inspired and richly fulfilled. In particular, it was Mucha's paintings that evoked these emotions and left a lasting impression on me.

The Places I selected—Mucha Museum, Prague Castle, Vyšehrad, Kunsthalle Praha, Troja Palace, and the State Opera—were chosen either for the iconic artists they celebrate or for their architectural splendor. Each location possesses a striking magnificence that can leave one truly awestruck.

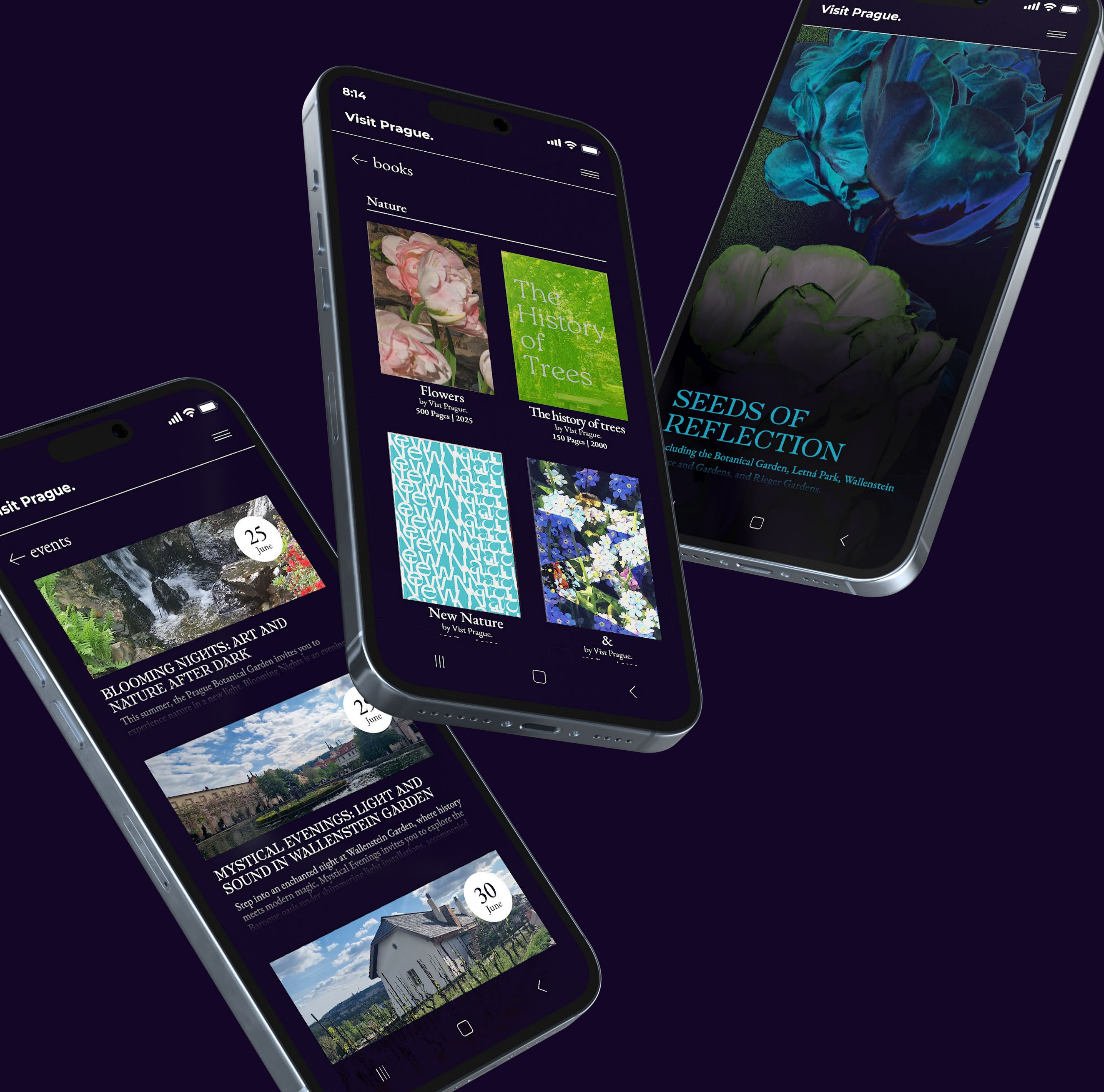
The Approach for this campaign involved offering users two additional branding elements, beyond the standard Postcard and Stamp included in every set. These added items—a notebook and pen—are designed for artists to carry with them to galleries or museums. For this brand, the app would not only display events and featured locations, as previously discussed, but also include an integrated audio guide for the listed sites.

ECHOES OF INSPIRATION

Including the Mucha Museum, Prague Castle, Vyšehrad,
Kunsthalle Praha, Troja Palace, and the State Opera

Visit Prague.



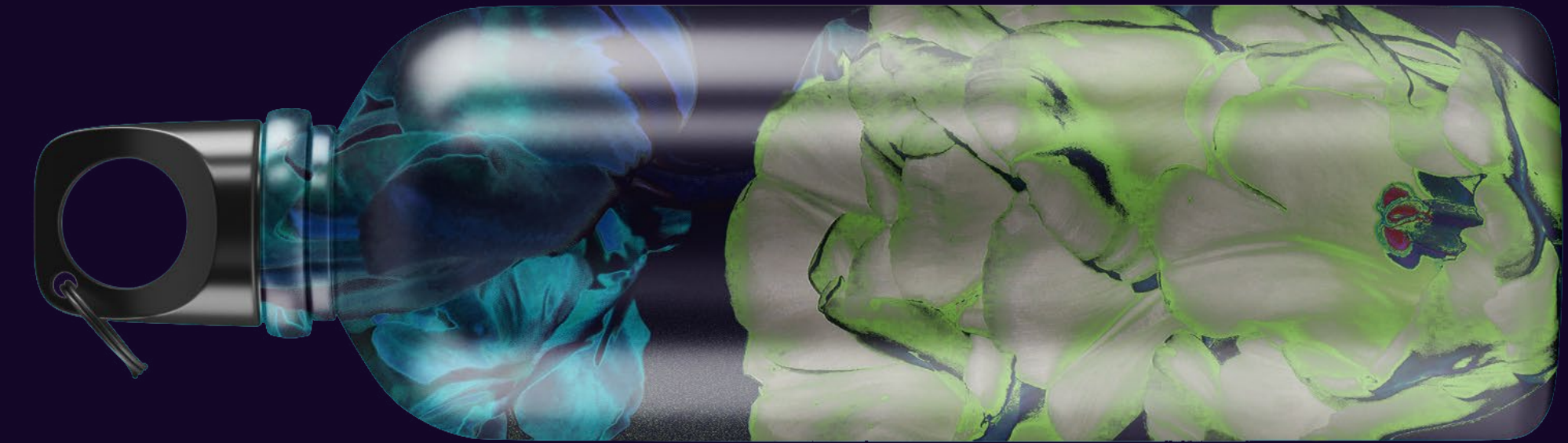


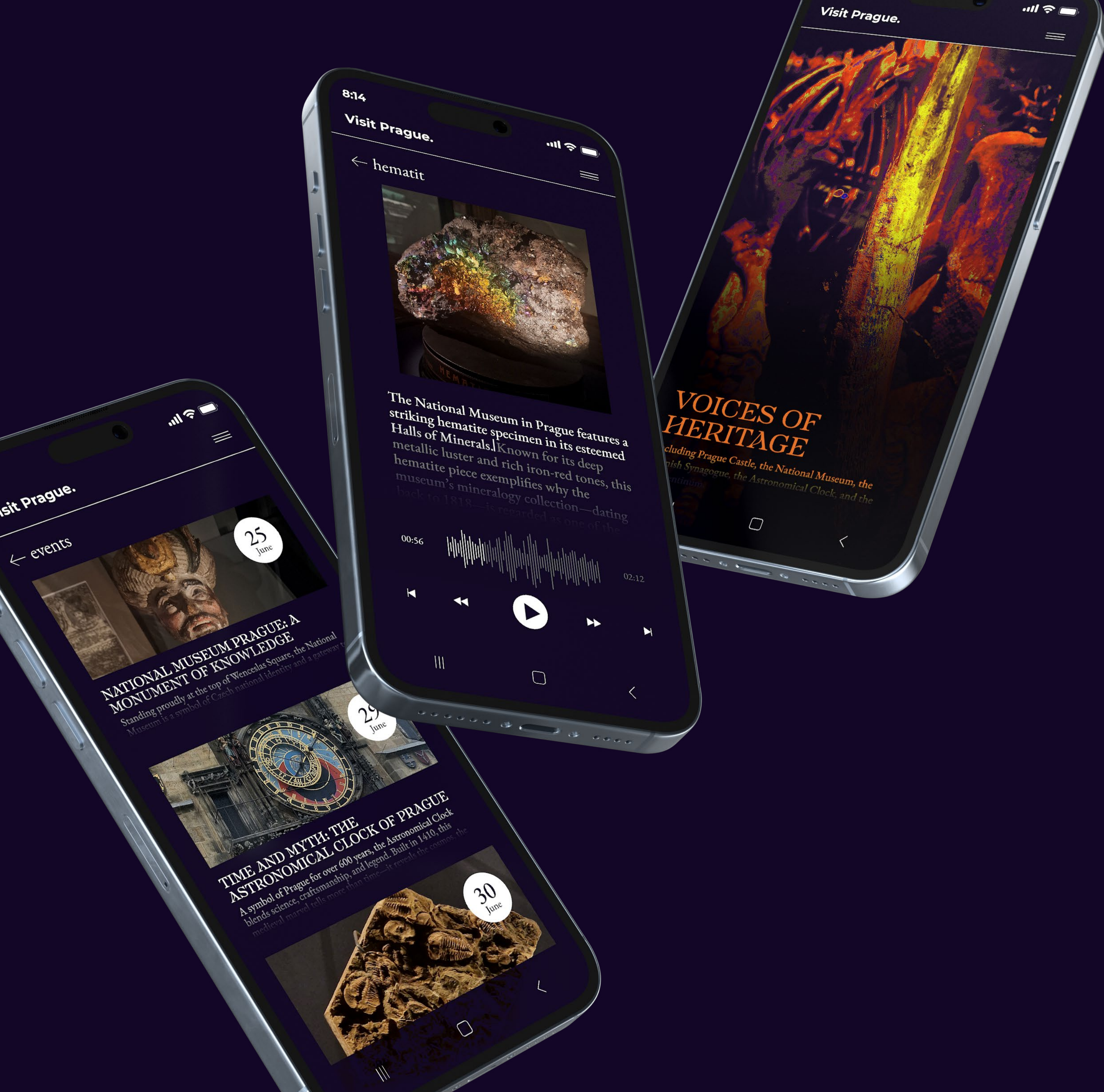
SEEDS OF REFLECTION

The Values that inspired this section were Nature, Connection, and Presence. The Botanical Garden truly surprised me and left a lasting impression—I felt deeply connected with nature and at peace with my human condition.

The Places I selected— Botanical Garden, Letná Park, Wallenstein Palace and Gardens, and Rieger Gardens — were chosen because each one embodies nature in a powerful way, offering a sense of serenity and an immediate feeling of belonging.

The Approach for this campaign involved offering users two additional branding elements, beyond the standard Postcard and Stamp included in every set. These added items—a cap and a bottle—are designed for people to carry with them to gardens and parks. For this brand, the app would not only display events and featured locations, as previously discussed, but also include books for people to read in their leisure times.





VOICES OF HERITAGE

The Values that inspired this section were Tradition, Science and Heritage. The Prague Museum was a particularly fascinating place—rich in history and filled with exhibits unlike anything I’ve seen elsewhere. It also embodies Prague’s strong scientific heritage and tradition.

The Places I selected—Prague Castle, the National Museum, the Spanish Synagogue, the Astronomical Clock, and the Klementinum.—were chosen as powerful representations of Prague’s history and culture, leaving a lasting impression. Something truly unforgettable.

The Approach for this campaign involved offering users two additional branding elements, beyond the standard Postcard and Stamp included in every set. These added items—a book and a bookmark—are designed for people interested in science and history to know more about the exhibitions presented in the museums. For this brand, the app would not only display events and featured locations, as previously discussed, but also include an integrated audio guide for the listed sites.

VOICES OF HERITAGE

Including Prague Castle, the National Museum, the Spanish
Synagogue, the Astronomical Clock, and the Klementinum.

Visit Prague.



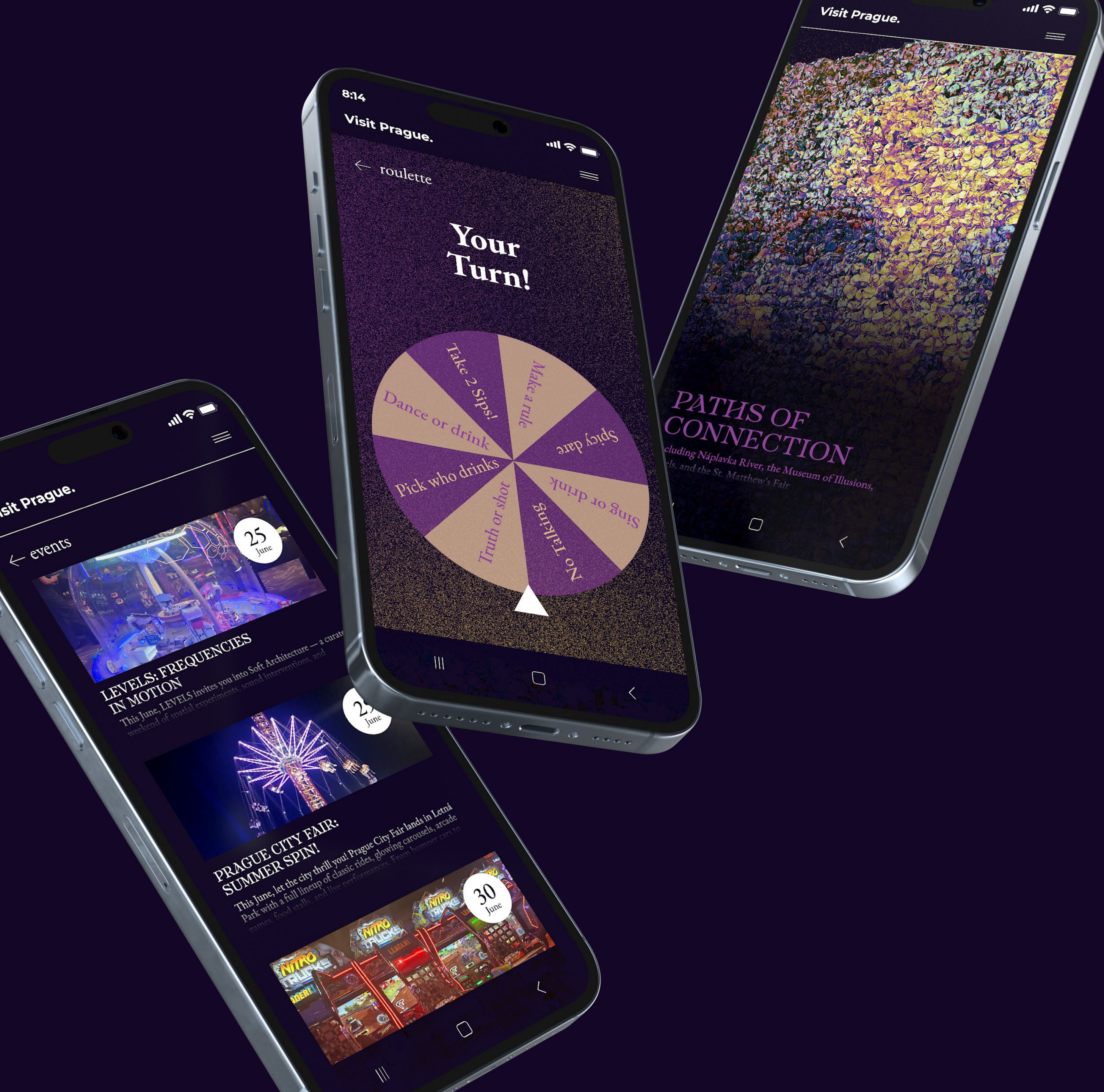
VOICES OF HERITAGE

An anthology

Visit Prague.

Visit Prague.

VOICES OF
HERITAGE



PATHS OF CONNECTION

The Values that inspired this section were Sharing, Joy, Connection and Friendship. I really enjoyed the vibrant atmosphere of the city and the many spots where you can relax with a beer, connect with others, and simply enjoy time with friends.

The Places I selected—Náplavka River, the Museum of Illusions, Levels, and the St. Matthew's Fair—were chosen because these were the places in which I shared memories of joy with my friends.

The Approach for this campaign involved offering users two additional branding elements, beyond the standard Postcard and Stamp included in every set. These added items—a beer glass and coaster—are designed for people that want to share a drink with friends in Czech Republic—known for their beer. For this brand, the app would not only display events and featured locations, as previously discussed, but also include games to play with friends.

PATHS OF CONNECTION

Including Náplavka River, the Museum of Illusions, Levels, and the St. Matthew's Fair

Visit Prague.

