



## BODY CRASH

IN A CAMPAIGN THAT SETS OUT TO CHANGE DRIVERS' ATTITUDES TO LOW-LEVEL SPEEDING, WE EXPOSED THE COMMUNITY PROBLEM THAT SITS AT THE HEART OF IT - WE ALL CONTRIBUTE TO THE TRAUMA ON OUR ROADS.

WITH THE HELP OF INTERNATIONALLY ACCLAIMED BODY ARTIST EMMA HACK, WE CONSTRUCTED A CAR CRASH MADE UP ENTIRELY OF PEOPLE. THE FINAL IMAGE TOOK A TOTAL OF 18 HOURS, USING 17 MEN AND WOMEN - EACH WITH UP TO FIVE LAYERS OF PAINT APPLIED TO THEIR BODIES.

VIEW THE BEHIND THE SCENES VIDEO AT [HTTP://BIT.LY/RZMGDW](http://bit.ly/rzmgdw)

