

Client

Swedish film award show "Guldbaggen"

Emotions immortalized in a trophy

The Swedish Guldbaggen (Sweden's Oscar's) is a film festival rewarding the best Swedish films over the year. The festival also engages the audience for people to vote for their best film - this special award is called "people's choice award". In 2017 Guldbaggen asked creative agency Acne to create this year's winner's trophy.

Looking at award shows around the globe most of them have trophies mainly in gold, silver or bronze. We wanted to make something different, something with a meaning and a relevance to the winner - more personalized in other words. Something that captured and immortalized the emotions the winning film evokes.

One of the voters for the award got to see the film again. During that screening a research laboratory recorded her emotions using an EEG. Then an artist interpreted her emotions, and enclosed them into a glass sphere.

See the film about the project [here](#):

Credits:

Agency: Acne

Executive Creative Director: Johan Bello

Art Director: Anton Bolin

Copywriter: Svante Pårup

Account Director: Andreas Hallgren

Sculptor: Simon Westling

Glass artist: Gunilla Kihlgren

EEG technician: Petter Kallioinen

Producer: Emelie Thorén

Social Media Manager: Rebecka Hoffmann