10 Things To Be Happy About

tenhappy.org

BY OLIVIA BARTON
10 Things To Be Happy About

1 // Palm trees
2 // Popping bubble wrap
3 // Reminiscing over old photos
4 // Love
5 // Going on an adventure with an unknown destination
6 // ‘This too shall pass’
7 // Finding money in your pocket
8 // Lazy Sundays
9 // Sunsets that light up the sky
10 // Getting a really good haircut
Palm trees

Posters
2 // Popping bubble wrap
3 // Reminiscing over old photos
Going on an adventure with an unknown destination
Public spaces context

Hosier Lane, Melbourne
2 // Website

Home page

"About" page
The 'About' page (statement)

10 THINGS TO BE HAPPY ABOUT //

The '10 Things To Be Happy About' campaign is a not-for-profit campaign that aims to convey 'authentically' through ten simple statements or phrases (per page) that enable readers to see something that is right before their eyes but obscured; things that are taken for granted, so the world is filled with too much advertising that is 'artificially portrayed'.

Advertising has become more about exposing an audience to a perception of portion of the truth (projecting to an audience of what they want us to believe) and the campaign focuses on breaking the barrier between exposing an audience with a 'fantasy world' and instead exposing the public to statements of how and not statements of 'what' to be happy about.

The '10 Happy' campaign attempts to stimulate curiosity and a feeling of contentment through messages and the sense of ownership between the reader and a statement conveyed on a '10 Happy' poster and themselves. Because people are not used to seeing advertisements for which the motive is not obvious, this may provoke thought and problems; however, perceptions and attention to detail are still created.

Although not every statement from the series of ten posters will resonate with everyone (as not everyone has the same experiences), there will be at least one poster from the series they understand, find amusing, and are able to derive visual pleasures, comfort and perhaps a sense of belonging.
The '10 Things To Be Happy About (10 Happy)' is a non-for-profit campaign that aims to convey 'authenticity' through ten cliche statements or phrases (per series) that enable people to see something that is right before their eyes but obscured; 'things' that are taken for granted, as the world is filled with too much advertising that is 'artificially portrayed'.

Advertising has become more about exposing an audience to a perception or portion of the truth (projecting to an audience of what they want us to believe) and this campaign intends on breaking this barrier between exposing an audience with a 'fantasy world' and instead exposing the public to statements of honest and real elements of 'things' to be happy about.

The '10 Happy' campaign attempts to stimulate curiosity and a feeling of contentment through nostalgia and a sense of resonation between the relationship of a statement conveyed on a '10 Happy' poster and themselves. Because people are not used to seeing advertisements for which the motive is not obvious, this may provoke thought and possible frustration, however, perceptions and attention to detail are still created. Although not every statement from the series of ten posters will resonate with everyone (as not everyone has the same experiences), there will be at least one poster from the series they understand, find amusing and are able to derive visual pleasure, comfort and perhaps a sense of belonging.