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The New York Times: Life Needs Truth by Droga5

Location: **United States**

Agency: **Droga5**

Client: **The New York Times**

Date: Aug 2020

Overall Rating



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As the US Presidential Elections edge closer and the global pandemic continues to rear its ugly head, the New York Times (NYT) is taking the opportunity to position itself as the voice of truth.

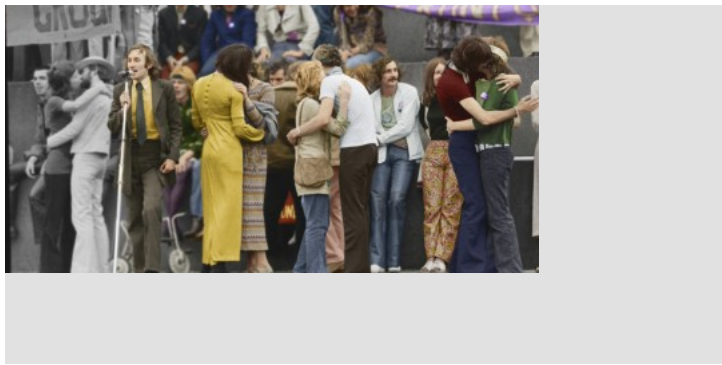
An extension of its 'The Truth Is Essential' campaign, 'Life Needs Truth' is designed to illustrate how The New York Time's journalism is part of the fabric of life and the issues of our time.

Created by Droga5 remotely, 'Life Needs Truth' appears like a blank computer screen, whereby images and words are typed and pasted across the surface unsystematically.

The work is a poem about life crafted from NYT journalism. Structured over five verses lifted from headlines, the words tap upon the screen as the poem unfolds, with the typing harmoniously complementing the rhythmic beat of the jazz that fills the backdrop.

With the pace mirroring the fast-paced, sporadic nature of the newsroom, the poem captures the breadth of NYT's reporting while eloquently illustrating how the newspaper can help bring clarity and guidance at times when society is put to the test.

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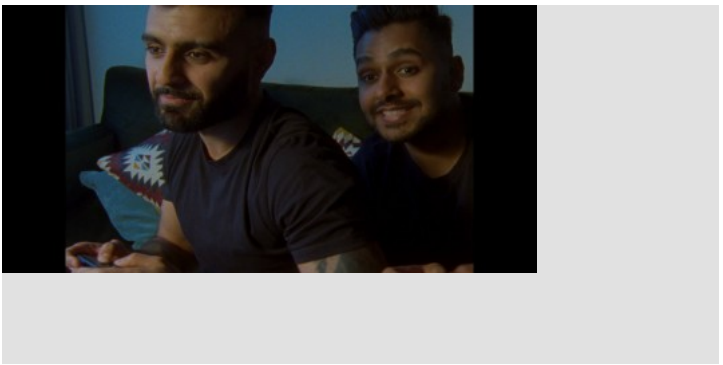
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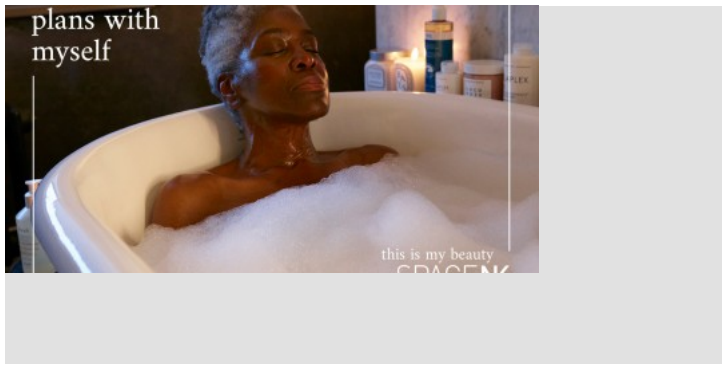
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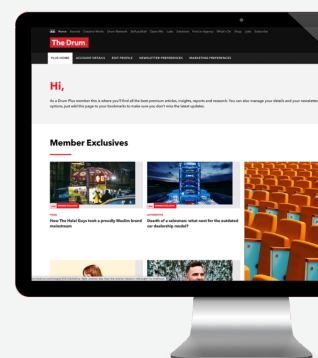
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