

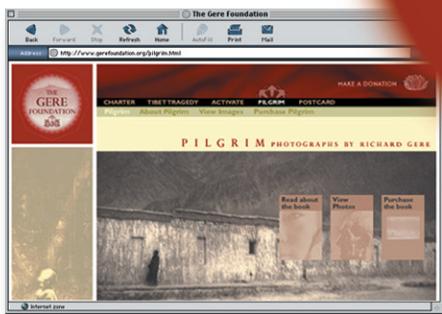
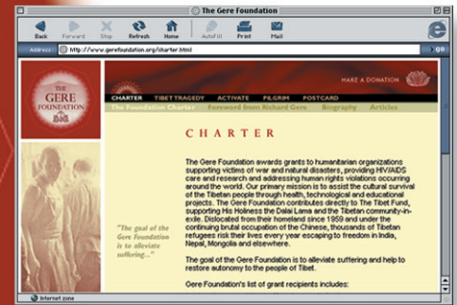


| Interactive



Approach:

Actor Richard Gere's compassion for the turmoil endured by the Tibetan people is the driving force behind the charitable organization, the Gere Foundation. Its mission is to gather contributions and fund projects, which support the health, welfare, culture and spiritual identity of the Tibetan community-in-exile and the Dalai Lama.



Identity |



Result:

GIRVIN determined that the Web site needed to pivot upon an emotional connection with its audience. With photographs from Gere's personal experiences, GIRVIN constructed an environment layered with images and insight into the actor's humanitarian concern. The audience ranges from novices seeking to learn more about Tibet, to those who are keenly aware of the Tibetan plight.

