

Photo: Žiga Intihar

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Event badges that look as good as the show

A badge is the one piece of an event everyone wears all night. At UMEK 5.0, a sold-out, one-night show in Ljubljana, 200 artists and organisers wore Joan ePaper badges instead of printed passes.

EVENT	ORGANISED BY	BADGES	SETUP
UMEK 5.0, a sold-out, one-night show	FM Agencija futuristing.com	200, for artists and organisers	Every badge prepared in advance

The challenge

A printed pass carries a name and a role, then ends up in a drawer or the bin the next morning. For a one-night production built around its visuals, the badge is also the one piece of the show everyone carries on them all night.

The solution

Joan ePaper event badges, prepared before the night: one design per organiser category and a personalised badge for each artist. The organisers approved a black-and-white version of the event's key visual for the four-colour ePaper screen.

The results

A badge that felt designed, not printed

The event's key visual looked striking on the four-colour screen under stage lights.

Part of the light show

When ePaper changes, it blinks for a couple of seconds. Between beats, the switch looked like part of the light show. People noticed, and they liked it.

A badge worth keeping

Several artists wanted to keep their badge as a souvenir of the night.

Ready for the next event

The badges are rechargeable and reusable, and the organisers are already planning to use them again.



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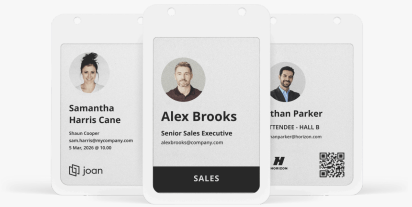


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For your next event

One badge holds up to six screens, switched with a button on the back:

- **Sponsor activations:** a QR code to a giveaway, a bar discount or a contest.
- **Programme at a glance:** a QR code to the line-up or timetable.
- **Practical info:** Wi-Fi, maps, cloakroom or transport.
- **A scheduled goodbye:** a thank-you screen with tickets for the next edition.



Tip from the night: QR codes need light to scan. Plan sponsor screens for the bar or the entrance, not the darkest corner of the dance floor.

Planning a festival, concert or show?

Talk to us before you buy, and we'll confirm the right setup for your event.

getjoan.com/event-badges