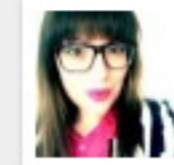




London has become home to over 200 eggs as part of [The Big Egg Hunt](#) presented by [Fabergé](#). The eggs created by leading artists, designers, architects and jewellers scattered throughout London in 12 "zones". The record-breaking egg hunt raises funds and awareness for the charities [Action for Children](#) and [Elephant Family](#), through souvenirs (see more on the next page!) as well as [auctions](#) of the eggs themselves. Egg hunters can text the code associated with the egg they've found for a chance to win [The Diamond Jubilee Egg](#). Great way to raise awareness and a wonderful excuse to get out and explore the city and do something special for the easter holiday's!

In addition to the many beautiful eggs, I also love the identity and branding work for created by our friends at [Fallon](#)(remember the [white rabbit Syfy campaign](#) and [sony playdoh bunnies?](#)). Check out more photos of the lovely identity work and of the hunt including our own finds, the Big Egg Shop at [Selfridges](#) and some of yet-to-be-spotted.

VIA



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