TBC BANK

The BREATHING WALL

PROBLEM

In Tashkent, air quality is one of the most serious environmental challenges. The city has repeatedly ranked as the most air-polluted in the world according to the global Air Quality Index. Invisible like the polluted air itself, the problem is rarely discussed by the citizens living in it. As a result, air pollution remains ignored, while media and activists cannot speak openly about the ecological situation due to political risks.

TBC Bank Uzbekistan is committed to positive environmental change through its ESG strategy. Yet air pollution remains largely unseen by the public, making it difficult to address.

SOLUTION

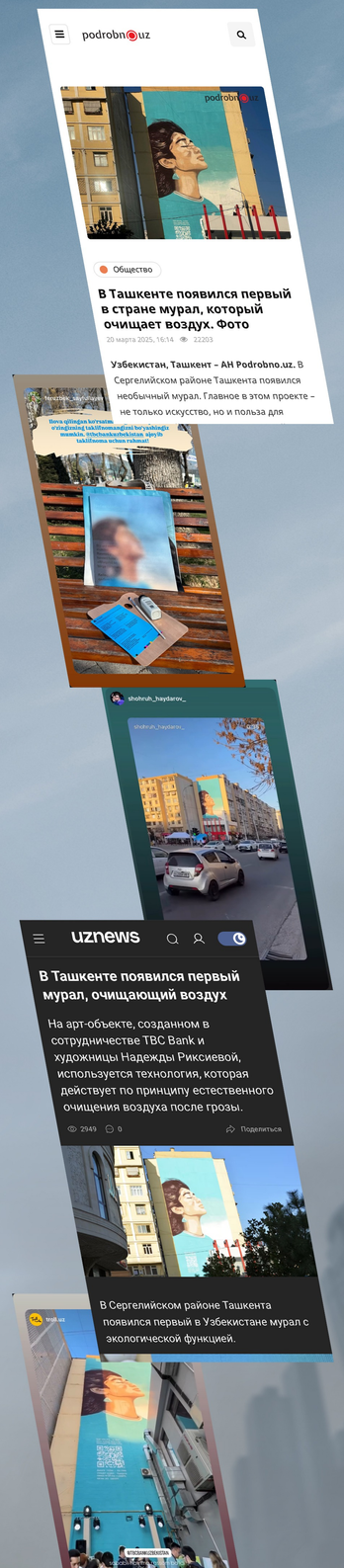
To make the invisible problem visible and spark public dialogue, we created a nine-storey mural that purifies the air like a 250-square-metre forest. The "breathing" artwork by a local artist was placed in the Sergeli district — a fast-growing, densely populated and polluted industrial area of Tashkent.

The mural became a daily visual reminder of air pollution and featured a QR code linking to urban eco-initiatives. To launch the project, we invited eco-activists and media to a workshop. We also sent interactive kits with the same air-purifying paint to bloggers, who engaged their audiences.

RESULT

With The Breathing Wall, air issue became visible and gained broad attention across news and social media.

36 000 000
total reach

1 700 000
views

89
media publications