

STREETS SPEAK

The names on street signs belong to people who made a significant contribution to Kazakhstan's culture. Everyone knows these names, but not everyone knows their stories. We launched a project that brought street signs to life and gave people the chance to discover who the streets are named after.

To launch the project, we rolled out a campaign that included a manifesto film, radio spots, podcasts on streaming platforms, outdoor advertising featuring portraits recreated from archival photos, a website where people could listen to all the stories, and bus stop announcements voiced by the historical figures.

1643 248

views

1 129 251

reach

+19.45%

Yandex Search queries

Background

After the collapse of the USSR, thousands of streets in Kazakhstan were renamed after **Kazakh cultural figures**. Years passed. People know the addresses, but not the stories of the people behind those names. Street signs became silent markers.



Idea

We brought street names of life. We taught Yandex Search to recognize street signs, and using AI we **recreated the voices** of the people those streets were named after — so they could tell their own stories.



Execution

It all started with a simple observation: street signs in cities across Kazakhstan all look the same. We trained the Yandex Search smart camera to recognize these signs and instantly show information about the person the street is named after. Then, using archival recordings, we recreated the voices of six historical figures. **With the help of artificial intelligence, we produced podcasts in which they tell their own life stories.**