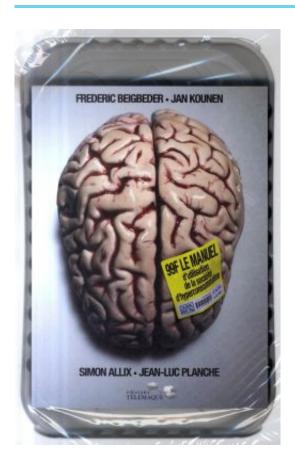
## 99F LE MANUEL



## Properties list:

collector packaging
adults
end-user packaging
single product
new product
books, movies and music
tray
plastics
transgressive
ironic
unusual structural association
identity by shape
photo to evoke

Frederic Beigbeder and Jan Kounen have included in this book/manifesto all the things that they could not write in the story or show the film ?99F?: unpublished texts and testimonies, fals e advertising, frightening figures and exclusive ideas. Helped by illustrators Beb Deum and Christopher D on a model of Simon Allix and a text by Jean Luc Planche. The packaging of the book ?99F le manuel d?utilisation de la société d?hyperconsommation? is inspired by the mea t packaging; it compares the human brain with a choice cut of meat.

Reference: http://www.editionstelemaque.com/site2/f/index.php?sp=liv&livre\_id=10

Credits:

Country: France Year: 2007

User: Editions Télémaque

**Designer:** Simon Allix

**Authors:** F.Beigbeder, J.Kounen, S.Allix, J.Board

## Other images:

