WHO CARES



Properties list:

concept
extra-use of packaging
range of products
confectionery and sweetness
pouch
folding carton
plastics
cardboard and paper
ironic
contemporary
identity by shape
identity by typography
identity by colour
end-user packaging
packaging as a new medium

How can one have a big chocolate cake without feeling guilty today? At the other extreme, how can some people get to eat as much without any shame? This is the theme with a delicious cynicism Élizabeth Charbonneau chose at UQAM. The pig's ears shaped p reparation box cake provides cake mix pouch that will free you from guilt in a psychoanalytic way.

Reference: http://packaginguqam.blogspot.it/2009/09/mange-tes-emotions-elizabeth.html

Credits:

Country: Canada Year: 2009

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Other images:

