CATCH OF THE DAY



Properties list:

unusual structural association unusual visual association end-user packaging range of products extra-use of packaging plastics new product other non-food products tray transgressive contemporary packaging as a new medium

The project is called "catch of the day" because it collects the trash which can be found on the beach: from condoms to aerosol cans, all the items were packed and sealed like a common freezer food item, and promptly left on display at farmer's markets. Saatchi & S aatchi LA and Surfrider Foundation worked together to raise the consciousness of people about sea pollution.

Reference: http://saatchila.com/?p=313

Credits:

Country: USA

Agency: Saatchi & Saatchi

LA

Other images:







