GAIA BAG



Properties list:

packaging as a new medium single product extra-use of packaging end-user packaging new product other non-food products plastics transgressive contemporary identity by typography photo to evoke identity by photo

GAIA (Global Action in the Interest of Animals)made a campaign against foie gras. The plastic bag was reached out to people in the shopping centers of all big Belgium cities and shows the copy:

?Folter deze gans. En spaar de echte: eet geen Foie Gras.?

?Torture this goose. And spare the real ones: don?t eat Foie Gras.?

Reference: http://www.gaia.be/nl; http://www.duvalguillaume.com/news/2008/12

Credits:

Country: Belgium Year: 2008

Agency: Duval Guillaume

Modem

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