OH MON DIEU! TRAPPE DE SOURIS (OH MY GOD! MOUSETRAP)

Properties list:

end-user packaging
single product
concept
other non-food products
folding carton
cardboard and paper
transgressive
ironic
unusual structural association
identity by shape

This mousetrap was designed to solve the problem of neatly disposing of caught vermin by building the trap itself into a mini, rodent-sized coffin. With a simple slogan atop the box (Oh My God! Mouse Trap) the container can be opened using the lid... or not, for the more s queamish pest catchers among us. Although if this mousetrap might not improve the functionality of the product, it does attempt to treat the killing of the mouse with more respect. And in addition the clever thing about this packaging is also that you don?t have to ge t the dead mouse out of it, you can simply just bury the whole thing. All pieces are included except the rubber mouse. The concept was not tested on living animals.

Reference: http://packaginguqam.blogspot.com/2009/06/des-souris-et-des-hommes-sarah-dery.html

Credits:

Country: Canada
Year: 2009
School: UQAM UniversitÃ¨ du QuÃ©bec Ã MontrÃ©al (MontrÃ©al, Canada)

Course: Packaging Design

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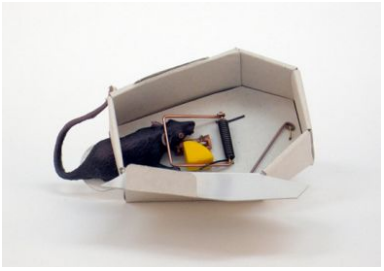

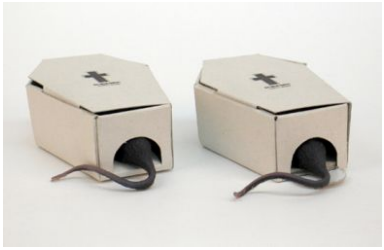

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