I WASH MY HANDS

Properties list:

packaging as a new medium
end-user packaging
range of products
extra-use of packaging
cosmetics, beauty and toiletries
concept
shopping bag
flacon
plastics
cardboard and paper
contemporary
unusual structural association
identity by colour
identity by typography

The packaging contains an existing black soap as an activist product to create an awareness campaign against the danger of oil water transportation. The product is called (in French) « I wash my hands» referring to Pontius Pilate and also to the attitude of the oil industry in r egards to the oil spills. The campaign also acts as a reminder of famous oil spills like Exxon Valdez and Dona Marika's.

Reference: http://packaginguqam.blogspot.it/2009/03/joyeux-anniversaire-exxon-valdez.html

Credits:

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Year: 2010
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