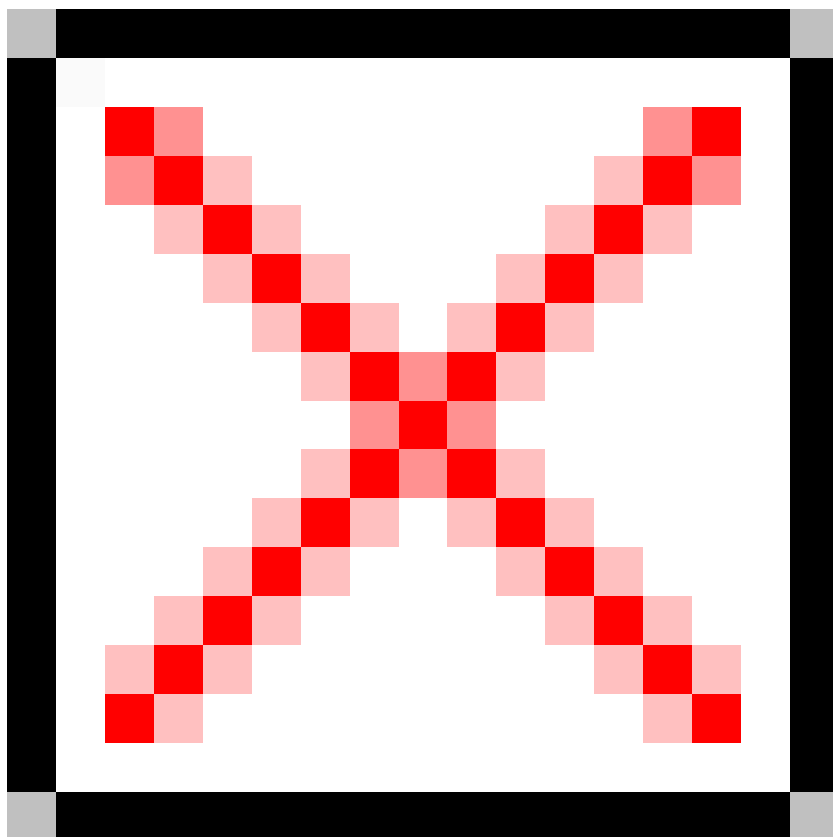


SOCIAL NETWORK MEDICINE



Properties list:

- other non-food products
- folding carton
- cardboard and paper
- transgressive
- pharmaceutical
- ironic
- identity by typography
- identity by system of colour
- identity by abstract shapes
- concept
- extra-use of packaging
- range of products
- end-user packaging
- packaging as a new medium

The theme of the exhibition of the final projects at the London College of Communication was "London College of Exhibitionists". This packaging is the result of Stanley Leung, student of Graphics. The language he used is the same of pharmaceuticals products, but the names he chose are those of famous social networks, since people show their lives online. Instead of the medicine active principle, on the pack there are some ironic sentences like "Tumblr - bcus we knw yu cn't spll prprly".

Reference: <http://blogs.arts.ac.uk/london-college-of-communication/2013/04/17/foundation-diploma-art-design-show/>

Credits:

Country: UK

Year: 2013

School: London College of Communication

Student: Stanley Leung

Other images:

