THE MISSING GENE

Properties list:

event packaging
packaging as a new medium
arts and crafts
end-user packaging
range of products
extra-use of packaging
new product
jar and pot
contemporary
glass and ceramics
metals
transparent
identity by pictograms
identity by system of colour
identity by typography

Amidst the ultratechnological machines, new packaging and revolutionary production systems presented at Ipack-Ima 2006, the Super Genetic Market by Franco Angeloni - made in ItaliaImballaggio - was undoubtedly the most original and spectacular stand at the fair: tens and tens of glass jars, on show on transparent shelves, full of coloured liquid containing the gene we are missing, that of LAZINESS for exemple, or MERRIMENT, PRESERVANCE, MYSTICISM, nd so on up to, would you believe it, the gene of GOD, for those who suffer from extreme inferiority complexes. With The Super Genetic Market Angeloni takes an ironic look at the paradoxes of our society that wishes to attain human perfection through its own limitations.

Reference: ItaliaImballaggio N.3 April 2006, Impackt 1/2006

Credits:

Year: 2006

Designer: Franco Angeloni

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