

HAPPY PILLS



Properties list:

end-user packaging
single product
new product
confectionery and sweetness
flacon
cheer-pack
plastics
contemporary
ironic
unusual structural association
transparent

Some sociological theories support the idea that our society is suffering of an increasing number of diseases.

Simple, fun and ironic answer comes from MM design studio: social disease through candies, and pack over production through simple, medical containers.

Reference: <http://www.m-m.es/hello.html>

Credits:

Country: Spain

Agency: MM design studio

Other images:

