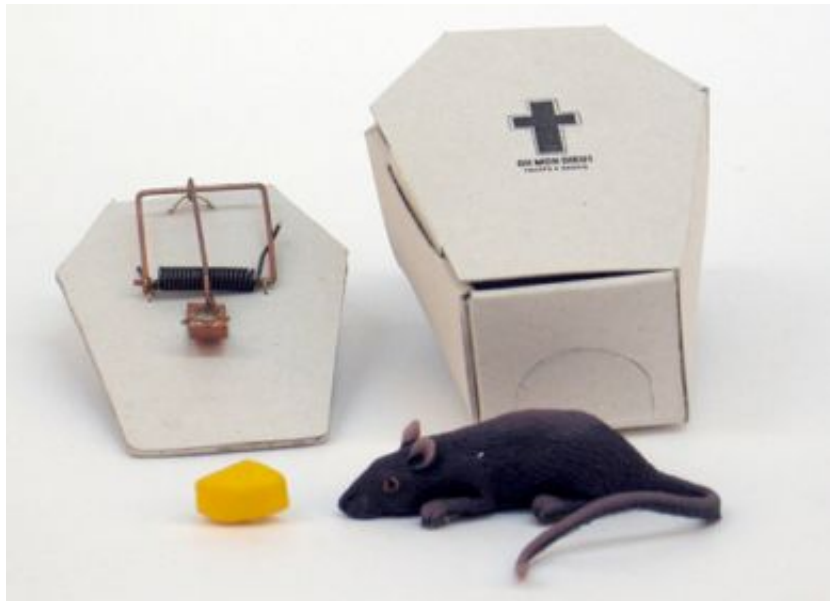


OH MON DIEU! TRAPPE DE SOURIS (OH MY GOD! MOUSETRAP)



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 squeamish 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 get 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 Université du Québec à Montréal (Montréal, Canada)

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