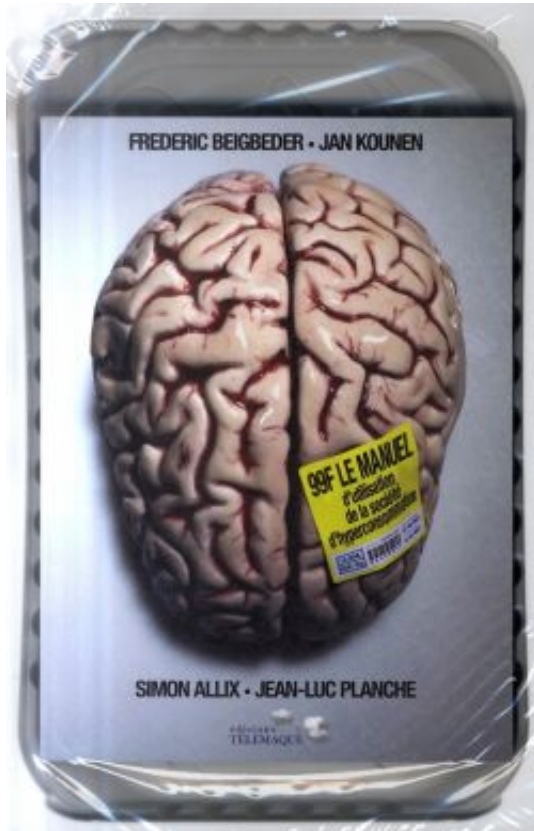


99F LE MANUEL



Properties list:

- collector packaging
- adults
- end-user packaging
- single product
- new product
- books, movies and music
- tray
- plastics
- transgressive
- ironic
- unusual structural association
- identity by shape
- photo to evoke

Frederic Beigbeder and Jan Kounen have included in this book/manifesto all the things that they could not write in the story or show the film '99F': unpublished texts and testimonies, false advertising, frightening figures and exclusive ideas. Helped by illustrators Beb Deum and Christopher D on a model of Simon Allix and a text by Jean Luc Planche. The packaging of the book '99F le manuel d'utilisation de la société d'hyperconsommation' is inspired by the meat packaging; it compares the human brain with a choice cut of meat.

Reference: http://www.editionstelemaque.com/site2/f/index.php?sp=liv&livre_id=10

Credits:

Country: France

Year: 2007

User: Editions Télémaque

Designer: Simon Allix

Authors: F.Beigbeder, J.
Kounen, S.Allix, J.Board

Other images:

