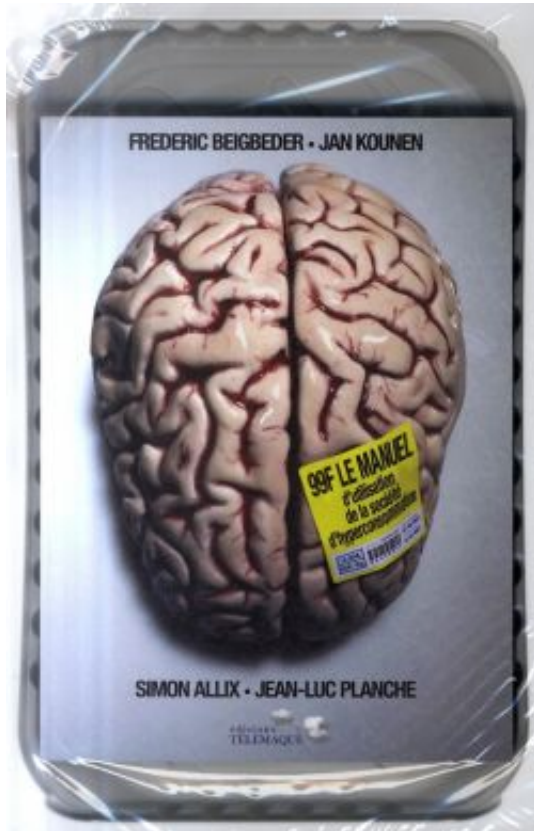


# 99F LE MANUEL

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## 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have included in this book/manifesto all the things that they could not write in the story or show the film '99F': unpublished texts and testimonies, false advertising, frightening figures and exclusive ideas.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.

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Reference: [http://www.editionstelemaque.com/site2/f/index.php?sp=liv&livre\\_id=10](http://www.editionstelemaque.com/site2/f/index.php?sp=liv&livre_id=10)

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## Credits:

**Country:** France

**Year:** 2007

**User:** Editions Télémaque

**Designer:** Simon Allix

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

Other images:

