I WASH MY HANDS



Properties list:

packaging as a new medium end-user packaging range of products extra-use of packaging cosmetics, beauty and toiletries concept shopping bag flacon plastics cardboard and paper contemporary unusual structural association identity by colour identity by typography

The packaging contains an existing black soap as an activist product to create an awareness campaign against the danger of oil water transportation. The product is called (in French) « I wash my hands» referring to Pontius Pilate and also to the attitude of the oil industry in r egards to the oil spills. The campaign also acts as a reminder of famous oil spills like Exxon Valdez and Dona Marika's.

Reference: http://packaginguqam.blogspot.it/2009/03/joyeux-anniversaire-exxon-valdez.html

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