

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 regards 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>

Credits:

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