

LA PYRAMIDE DE LA CONSOMMATION



Properties list:

- packaging as a new medium
- end-user packaging
- single product
- extra-use of packaging
- concept
- other non-food products
- shopping bag
- cardboard and paper
- contemporary
- identity by typography

The needs, the wishes, the envy and then the pure luxury is all about having, processing and getting. This bag illustrates the pyramidal consumer trap the way Fanny Descary saw it in this packaging project. Inside the bag you find the word HAVE that concludes the whole story in this sticking communication. The bag can also be reduced to its minimal size by detaching the exceeding parts.

Reference: <http://packaginguqam.blogspot.it/2009/05/la-pyramide-de-la-consommation-fanny.html>

Credits:

Country: Canada

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Other images: