

WHO CARES



Properties list:

- concept
- extra-use of packaging
- range of products
- confectionery and sweetness
- pouch
- folding carton
- plastics
- cardboard and paper
- ironic
- contemporary
- identity by shape
- identity by typography
- identity by colour
- end-user packaging
- packaging as a new medium

How can one have a big chocolate cake without feeling guilty today? At the other extreme, how can some people get to eat as much without any shame? This is the theme with a delicious cynicism Élizab th Charbonneau chose at UQAM. The pig's ears shaped preparation box cake provides cake mix pouch that will free you from guilt in a psychoanalytic way.

Reference: <http://packaginguqam.blogspot.it/2009/09/mange-tes-emotions-elizabeth.html>

Credits:

Country: Canada

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School: UQAM Universit  du Qu bec   Montr al (Montr al, Canada)

Designer:  . Charbonneau

Other images:

