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 Élizabeth Charbonneau chose at UQAM. The pig's ears shaped p reparation 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 Year: 2009 School: UQAM UniversitÃ" du Québec à Montréal (Montréal, Canada)

Designer: É. Charbonneau

Other images:

