

# GAIA BAG

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## Properties list:

packaging as a new medium  
single product  
extra-use of packaging  
end-user packaging  
new product  
other non-food products  
plastics  
transgressive  
contemporary  
identity by typography  
photo to evoke  
identity by photo

GAIA (Global Action in the Interest of Animals) made a campaign against foie gras. The plastic bag was reached out to people in the shopping centers of all big Belgium cities and shows the copy:

?Folter deze gans. En spaar de echte: eet geen Foie Gras.?

?Torture this goose. And spare the real ones: don't eat Foie Gras.?

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Reference: <http://www.gaia.be/nl> ; <http://www.duvalguillaume.com/news/2008/12>

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## Credits:

**Country:** Belgium

**Year:** 2008

**Agency:** Duval Guillaume

Modem

Other images: