

THE MISSING GENE



Properties list:

- event packaging
- packaging as a new medium
- arts and crafts
- end-user packaging
- range of products
- extra-use of packaging
- new product
- jar and pot
- contemporary
- glass and ceramics
- metals
- transparent
- identity by pictograms
- identity by system of colour
- identity by typography

Amidst the ultratechnological machines, new packaging and revolutionary production systems presented at Ipack-Ima 2006, the Super Genetic Market by Franco Angeloni - made in ItaliaImballaggio - was undoubtedly the most original and spectacular stand at the fair: tens and tens of glass jars, on show on transparent shelves, full of coloured liquid containing the gene we are missing, that of LAZINESS for example, or MERRIMENT, PRESERVANCE, MYSTICISM, and so on up to, would you believe it, the gene of GOD, for those who suffer from extreme inferiority complexes. With The Super Genetic Market Angeloni takes an ironic look at the paradoxes of our society that wishes to attain human perfection through its own limitations.

Reference: [ItaliaImballaggio N.3 April 2006](#), [Impactt 1/2006](#)

Credits:

Year: 2006

Designer: Franco Angeloni

Other images:

