

Projection 2

Unit 3

Packaged Nature

Branding

Packaging

Illustration

Image making

Print

Art direction

Concept 1

Plant as branded packages

- I am talking about packaged nature.
- Anything packaged is means it is being marketed to humans.
- Nature is being commodified to fit in these boxes.
- Use these packages to show that.

How does the domestication and packaging of nature reflect broader systems of control, standardisation, and consumption?

Quote - reading

It's very paradoxical. First you have to start being aware of the plants. And so you have to see it and to bring it into your home and keep it captive, or domesticate it. And before you realize it, yeah, you have a problem because you're keeping captive some living beings.

<https://thisismold.com/visual/publications/dots-plant-fever>

Thinking through
making



Reference 1:

Clean air
like fast
food



<https://www.behance.net/gallery/185960747/Clean-air-like-fast-food/modules/1051275505>

Reference 2:

Le m design

Packaging design
for Sikbang



<https://www.instagram.com/p/C1mtX5Pt7rL/?igsh=MTc4MmM1YmI2Ng%3D%3D&epik=dj0yJnU9TU5zQnFpV3Y5dUI5Tkhlamh1Qm1GaTRwRU5ZX1hKRS0mcD0wJm49VUE3YkJaSTMtNnVaTHIxdINWd1pPUSZ0PUFBQUFBR25uY0s0>



concept references



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Performance / interaction

Process

- collect materials
- illustrate to life size
- small prototype
- silkscreen print
- photoshoot

Arrangement

Creating
visual
disruption

Material

Reveals the
packaged, boxed
nature

Shows that a plant
is an object

Installing

Plants are no longer
encountered in it's
natural habitat

Nature is purchased in
small packages

Interaction

The performance of
caring for this
object