

A crumpled orange plastic bag is the central focus of the image, set against a plain white background. The bag is heavily wrinkled and folded, creating a complex, textured surface. The lighting is soft and even, highlighting the translucent quality of the plastic. The bag's shape is somewhat irregular, with several folds and creases that give it a three-dimensional appearance. The overall tone is clean and minimalist, emphasizing the material's texture and color.

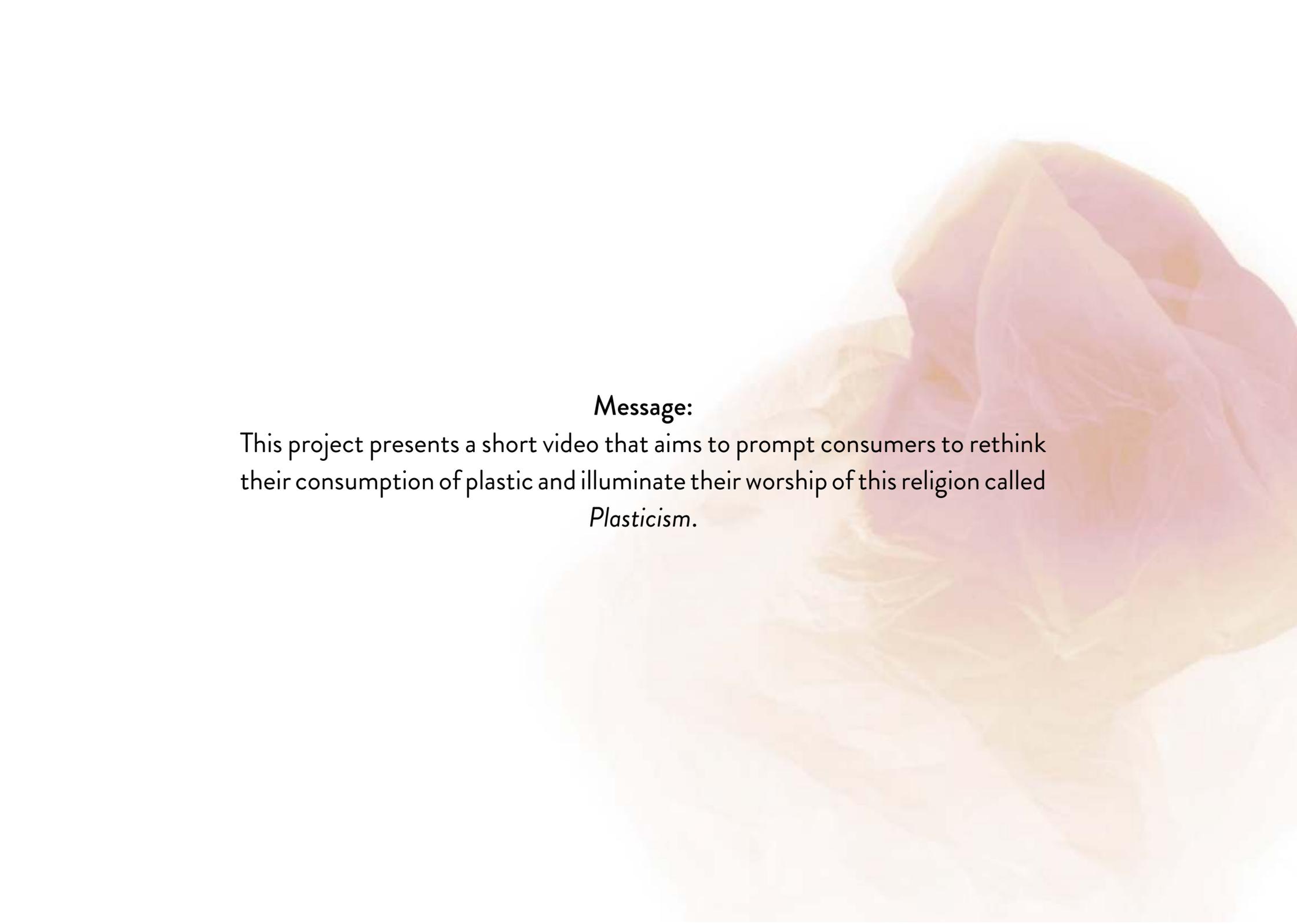
The Plastic Problem

Plasticism

/ˈpuh-las-tee-seezm/

noun

a subconscious religion cultivated by consumers



Message:

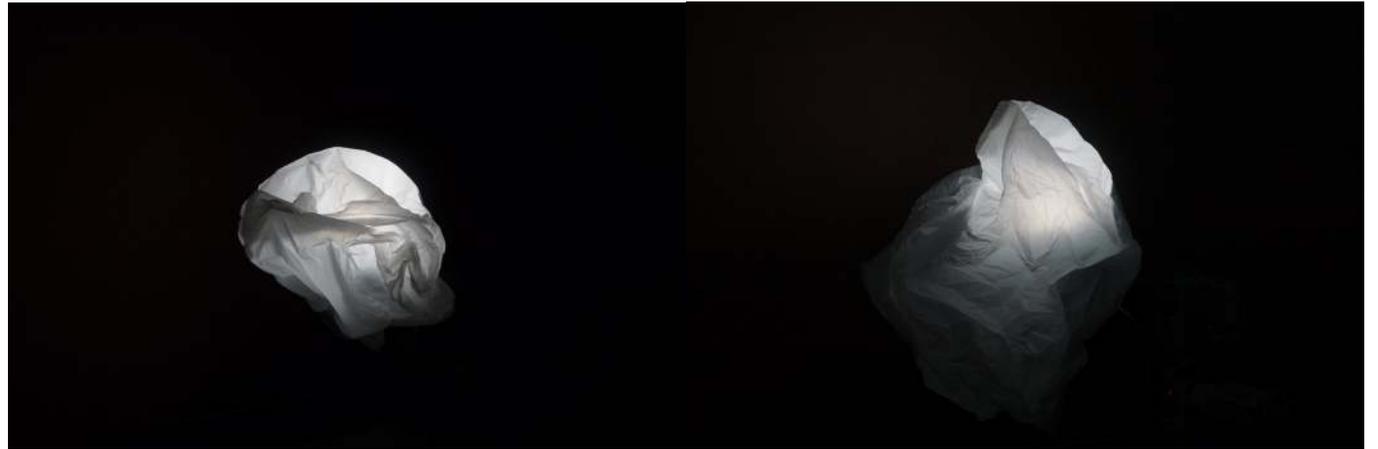
This project presents a short video that aims to prompt consumers to rethink their consumption of plastic and illuminate their worship of this religion called *Plasticism*.



Approach:

Using a first person's perspective of a plastic bag's story depicting a utopian landscape of plastic, with sinister undertones.

*Development of
visuals —*



— (un-edited)