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Sometimes the things that are tasty on the outside aren't so tasty on the inside.



Solution

My idea is to show the problem with the shape of a Matryoshka doll. On the left side you can see the core of all - the GMO. It is in the corn. The corn is in the chicken. The chicken is in the Chicken burger. And the Chicken burger is in you. You can see the chain effect - where it starts and where it will end. So everybody can see the problem and nobody can think: What's the point of all this? What's that to me? This Matryoshka covers everything. YOU DON'T HAVE THE RIGHT TO PLAY WITH OUR FOOD!

Status: 17.06.2018

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## Inside Out

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Creative's profile



**DENKdifferent** PRO

Art-Director, Mother, Survival Fighter

Creative's top 5 skills

Graphic Design, Illustration, User Experience, Communication Concept, Service Design

Collaborators



**oxelot** PRO

Designer