



POLAND

1 Jacket for Project 04 LOVE, part of a fashion project by UEG. UEG is an acronym for "Usa e Getta," which means "use and throw away" in Italian. All garments are white, come in identical cardboard packaging, and are made of the paper-like material Tyvek. The designs printed on the jacket are intended to crack, fade, and eventually disappear with

use. DESIGN FIRM: White Cat Studio, Warsaw; DESIGNER: Michał Łojewski; CLIENT: UEG.

2 Cover and spreads from a catalog for Danone Company, an international distributor of dairy products, bottled water, and biscuits. DESIGN FIRM: Studio Bakalie, Warsaw; ART DIRECTOR: Magda Małczyńska-Umeda; CREATIVE DIRECTOR: Ela Skrzypek; DESIGNER/ILLUSTRATOR: Joasia Bebenek; PROJECT COORDINATOR: Dobrena Okulicz.

