The Plastic Problem

Plasticism

/ˈpuh-las-tee-sezm/
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)