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Poster

Marlboro Belt

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Abstract

Smoking kills. This project critically examines smoking culture and its impact on consumer behavior. By censoring familiar design elements associated with cigarette advertising, the work challenges the romanticized imagery often used to promote smoking. The bold red-and-white aesthetic, long linked to notions aspirational lifestyles, is subverted to reveal the stark health consequences and the aggressive marketing strategies employed by the tobacco industry. Through this artistic exploration, the piece highlights how branding shapes public perception, particularly among younger demographics, and raises ethical concerns about the normalization of smoking. The project underscores the contrast between the symbolic appeal of cigarette advertising and the harsh reality of tobacco-related harm, encouraging viewers to question the power of visual identity. By distorting these recognizable motifs, the work aims to provoke critical reflection on the responsibilities of both corporations and consumers in addressing the global health crisis linked to smoking. Beyond tobacco critique, the piece invites viewers to reconsider the ethics of visual communication and the social responsibility of designers, how colors, typography, and imagery provokes emotional and psychological responses.

味のある場所

Smoking Kills

FILTER CIGARETTES

Smoking
Kills