Trash is all around us, visible on our streets, beaches, and natural landscapes.

But have you ever stopped to consider the branding on that trash?

The logos and labels of large corporations that not only pervade our daily lives, but also the environment we inhabit?

Trash is not just trash, it is the direct reflection of our consumer culture and our ties to capitalism.

Photographs of discarded containers with sometimes faded and crumpled, but still clearly identifiable logos appear like still lives, carefully lit and staged like a product placement. Adding an air of glossy value to 'worthless' waste, these images raise awareness of – and in doing so are complicit within - the enduring, free advertising of litter. This project brings to light the circulation of value that not only spurs further ecological destruction but accumulates deeply uneven benefits and losses.

— AC Davidson, University of Huddersfield

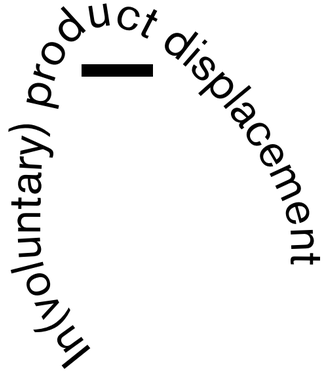
BRANDED TRASH

Enrico Policardo

BRANDED TRASH

(IN)VOLUNTARY PRODUCT DISPLACEMENT

Branded Trash



The more we consume, the more we produce waste, and the more we rely on waste management as a solution, the more we perpetuate a destructive cycle that ultimately leads to environmental and social degradation.

–*David Harvey*



Newington Green
London,United Kingdom
February 2023




What is branded trash?

It is literally what the tin says. Sorry for the pun.

My initial reflection when looking at all the trash surrounding my everyday going from A to B, whether walking, cycling, by train, at the airport, at the beach - literally anywhere - was immediately the fact that all these logo bearing objects were doing something else than just littering: they were trying to tell me something, even post-mortem, they were passively communicating with me.

A can of Coca- Cola on the beach, to me, is the equivalent of a paid billboard on the side of a highway—perhaps less visible, but far more pervasive, long-lasting, and, most importantly, far more economical for the company given it's totally free.

The blame is shifted to the consumer who is the one practically littering.

Moving forward: It is no secret that wealthier areas of the world are less likely to be heavily littered; this is due to a combination of factors including education, population density, and better and more reliable waste management services.

On the other hand, areas with a high concentration of housing, a lower educational index, and a lower income are more likely to be polluted or poorly waste-managed.

And here's the catch: if you look down on the street or at the unattended green areas, the same infamous brands—you name them—will always be popping up over and over again. The trash in those areas would reflect the actual consumption of those goods, reinforcing a specific product's dominance on the market even further.

The thesis is clear: businesses have no interest in resolving the issue, the pollution created has nothing to do with them directly, and the advertising generated is both unsolicited and, most importantly, completely free. It's viciously genius.

No wonder that, despite endless greenwashing campaigns, Coca-Cola has done nothing to try and solve the problem.

Since the first exhibition or iteration of the project, I have continued to investigate, photograph, and reflect on Branded Trash. My only conundrum is what AC Davidson of the University of Huddersfield pointed out, quite poignantly, about my work—a paradox that I was, and still am, very well aware of.

Adding an air of glossy value to 'worthless' waste, these images raise awareness of – and in doing so are complicit within - the enduring, free advertising of litter. This project brings to light the circulation of value that not only spurs further ecological destruction but accumulates deeply uneven benefits and losses.

¬AC Davidson, University of Huddersfield, 2020

Things aren't linear. Or at least not as much as I would like them to be. For sure not in my life.

This book and the collection of the images in this book are partial, in the sense that they represent only and exclusively a very limited and biased point of view, mine.

I started off this book thinking I wanted to give it am academic twist and look. Constant validation seeking.

Putting a book together is not a simple task especially when one, like me, has been gifted with a seriously and somewhat disablin g scattered mind. No wonder I picked up photography rather than writing!

I thought at least the topic was clear.

It is a book about trash, branded trash specifically, so I will compile a book with the images I took, provide location and some context for them and that's it.

Then Chat GPT boomed exactly when I was starting to work on the copy of the book and, as you might all know by now, it changed things straight off the bat.

It hasn't taken me long to realise that I was able to generate endless content in literally seconds.: the perfect side dish for a book about trash.

Everyhting in the book is too much, too many images, too many colours, too many stimula, and not enough space for the images to breathe for concepts to settle.

It is all intentional, sort of, or at least I couldn't really help put putting it together in the way I have.

¬Enrico Policardo, 2024

The long(er) read: scattered thoughts

The book is not yet in its final form, in fact, it never will.

The tone of the book is, - as a consequence, - not set; the text oscillates between personal, informative, slightly academic, sometimes playful and silly, a lot is written by myself, and there's also a lot of back and forth between myself and a chatbot, which is a quite interesting and unforeseen addition that has arisen from the fact that Chat GPT has become available to the public whilst I was compiling the book. I think it adds a further layer of trash to the lot, ideological, philosophical trash.

Reality deprived

I do not agree that photographers should just use images to communicate; throughout my life, I heard over and over the mantra (and Barthes's punctum idea certainly contributed to that) that if an image is not able to be clear on its message, it is a weak image.
Well, it turns out that the world is complex, and that idea may have worked for a world that is way simpler than the one we are experiencing today. AI is strongly compromising the concept of what is real and what isn't, and an image is clearly not remotely enough to represent the proof for the existence of something. Sadly, even war images can be hugely manipulated, and reproduced by AI in a very convincing way.

The perception of reality itself is in jeopardy. I am not at all surprised at the massive comeback of film photography, especially for those photographers who have never used it. Film is real, tangible, fragile, and perishable– the opposite of this seemingly stainless-steel system of ethereal data, that we don't see the birth nor the death of, yet we are surrounded by every single day. I am old enough to have started on film. I am not feeling romantic about it; I don't feel the need for that, but I completely understand how reality deprived one could feel if the only experience of photography has been to produce digital files, and look at them on screen, and, at best, send these files off to print somewhere for them to show up in the post some days later.

Sensory over-whelm

We are sensory overwhelmed and, as a consequence, desensitised and quite resistant to external stimuli if not of certain resonance, boldness, and colour, volume, or magnitude.
I, as an artist, but also in everyday life, often find it very difficult to be able to effectively communicate any ideas or concepts, not even the more obvious and less nuanced ones, let alone all the subtitles that life is made of.
We are stuck in a cult of the extraordinary, the exceptional, and the outstanding, to the point that we are often missing out on the "extraordinariness" of the everyday; the more and the longer one looks at something, the more exceptional details one will be able to find - this is not philosophy, this is a rather straightforward fact.
Because of that, I feel like I often need to double up on intensity and repetition when communicating ideas.
When it comes to physical objects, such as books, tactility and sensorial experience are fundamental aspects of how effectively the information contained in a book is conveyed to the "reader/user/toucher" of that book.

The book is overloaded with images, texts, and information, in which my photography, from a strictly photographic point of view - gets a bit lost. That is intentional and by design; I want to reiterate the message by creating different sensory associations. I am intentionally layering stimuli on stimuli, not to devalue my own work but to make the whole idea behind the book stronger by using all the tools I can possibly think of–not just a printed, distant, removed from reality image on a page. So I'd love to play with different materials, plastic, textiles, and metal–and somehow incorporate them in the final book - I am open to ideas.

Childhood trash

There is something fascinating about trash. It always catches your eye.

The power of a faded can of Pepsi left for years under the sun, next to a thriving bunch of mushrooms sitting peacefully in the woods next to my hometown, just a few kilometres from the border.

That's my first memory of human dumped trash.

The faded blue and the Pepsi logo, Pepsi - not Coca Cola because Yugoslavia was a communist country and Coca Cola was too American to be even allowed in the country. I don't know if they sold it, but I have no memory of it - at least before 1990.

Then things changed. Coca Cola cans started showing up, even in the woods.

Sign of the times. Joining the West.
Pepsi though, I used to like it better, especially the Yugoslavian one.

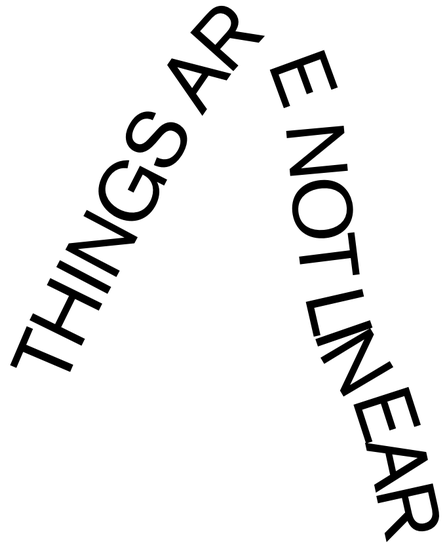
Nonetheless, this is not a series about Yugo Nostalgia or Eastern European fizzy drinks.

This is a series about litter and brands, and how much humanity is reflected in the trash it generates.

No more Pepsi in the woods nowadays. But plenty of Coca Cola, iPhone cables, Mondelez products, Heineken beers, not only in the woods next to my house, but worldwide.

Branded trash is not just simple trash. It's not just an environmental disaster.
Branded trash is also advertising; unpaid for by the brand- insidious and everywhere; a point of focus for our busy brains and eyes; endless product placement in the movies of our lives.

It doesn't matter where I am now, or what my tastes are. Pepsi will always have the power of nostalgia



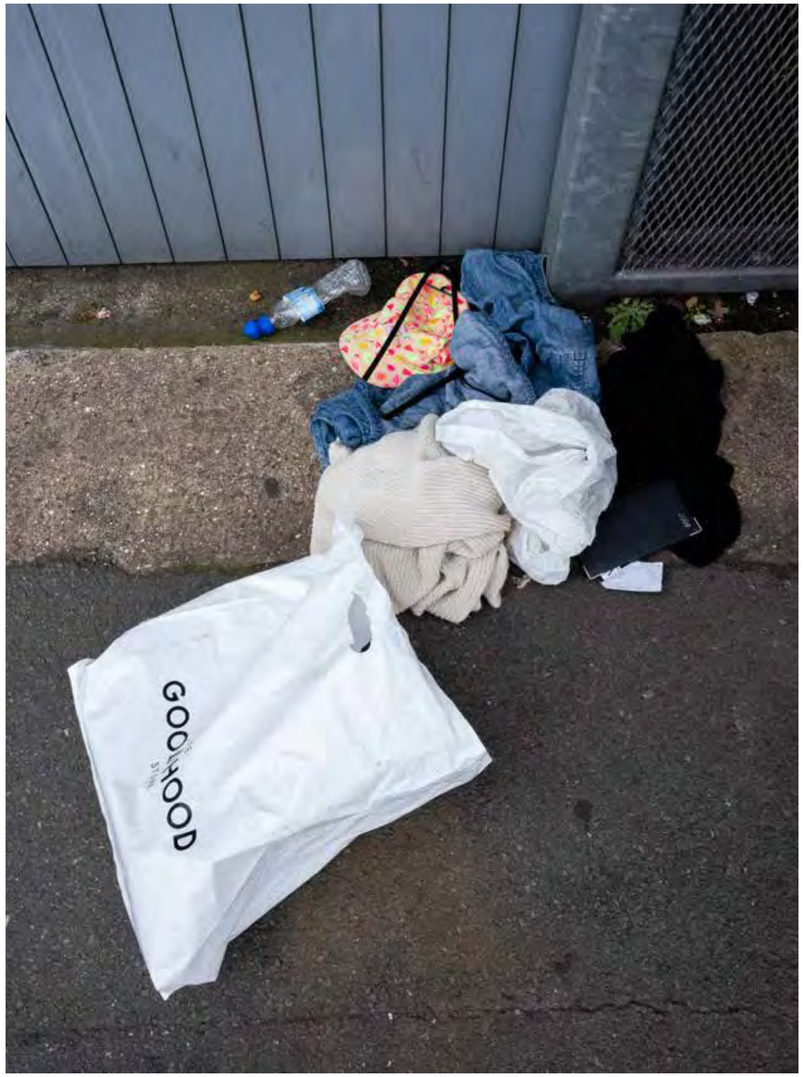
Branded Trash



This/Next: London, Broadway Market, 14.10.17



Goodhood



Broadway Market

London, United Kingdom

14.10.17

Goodhood

Not sure if this a post- theft scene or something else. Logo is very visible on the carrier bag, nonetheless - giving a surreal movie like aura to the scene. I am not sure why I have not picked up any of the items for myself.

Broadway Market, London, 2017


Since


I have nothing to offer but blood, toil, tears and

Classic Yellow



Broadway Market

London, United Kingdom

21.10.17

Classic Yellow

Empty, saved from the trash, bottle of mustard. Found in the bin and elevated by singling it out and photographing on a still life table. This is the one and only time this ever happened amongst all the photos. The reason why I am including is because at the time I started reflecting on how much we can be drawn to brands and logos despite of the evident context they are in - the bin in this instance.

Broadway Market, London, 2017



Medicheck

Found on the bus 55 around Mare Street. Hackney has got a truly remarkable sexual health clinic and a great prophylaxis program in place. Pregnancy tests are largely available either for free or to buy pretty much anywhere, from supermarkets to, obviously, pharmacies. This one made me really think of what the story behind it could be. Once again objects, discarded objects, are able to tell a story, incomplete and partial for sure but nonetheless real - it is material, physical.

I doubt Slavoj Žižek was referring to a pregnancy test while talking about today's trash - but I couldn't help thinking that this is a incredibly fitting match.

Today's trash is the remnant of yesterday's desire.
– Slavoj Žižek



Broadway Market, London, 2018



Previous.LX/RX
London, Mare Street, 29.1.18

Mayfair



Old Street

29.10.17

A cigarette, a common sight on the street,
A symbol of addiction, so bittersweet.
The smoke that rises, a reminder of the flame,
That burns within, with its own kind of fame.

But beyond the smoke and ash, lies a tale,
Of the brand that carries on, through the smoke and the hail.
The filter that fades, but still bears the mark,
Of the company that made it, through the light and the dark.

To the casual eye, it's just another cigarette,
A small part of the litter, that we tend to forget.
But to those on the street, the waste collectors and more,
It's a source of information, that they cannot ignore.

For in the micro-details, of the cigarette's remains,
Lies a story of its journey, through life's varied terrains.
The brand that carries on, until the very end,
A reminder of the power, that corporations can send.

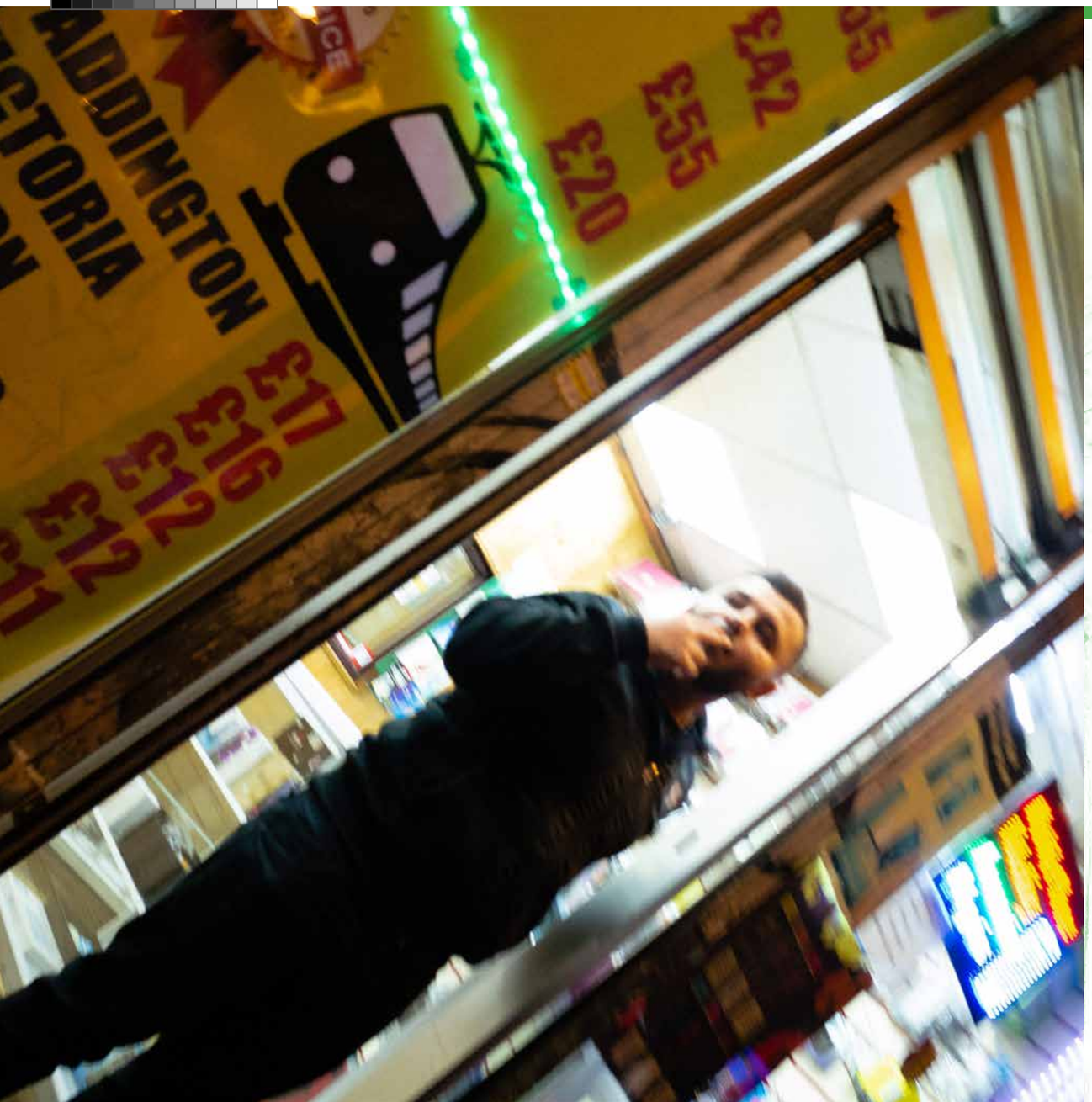
And just like the rough sleepers, on the street,
The cigarette's tale, is one that we tend to delete.
We normalise the trash, as a part of our life,
Ignoring the power structures, that cause such strife.

So let us pay attention, to the details we see,
To the litter on the street, and the rough sleepers that be.
For in these small things, lies the truth of our time,
The power structures that rule us, and the future we'll find.

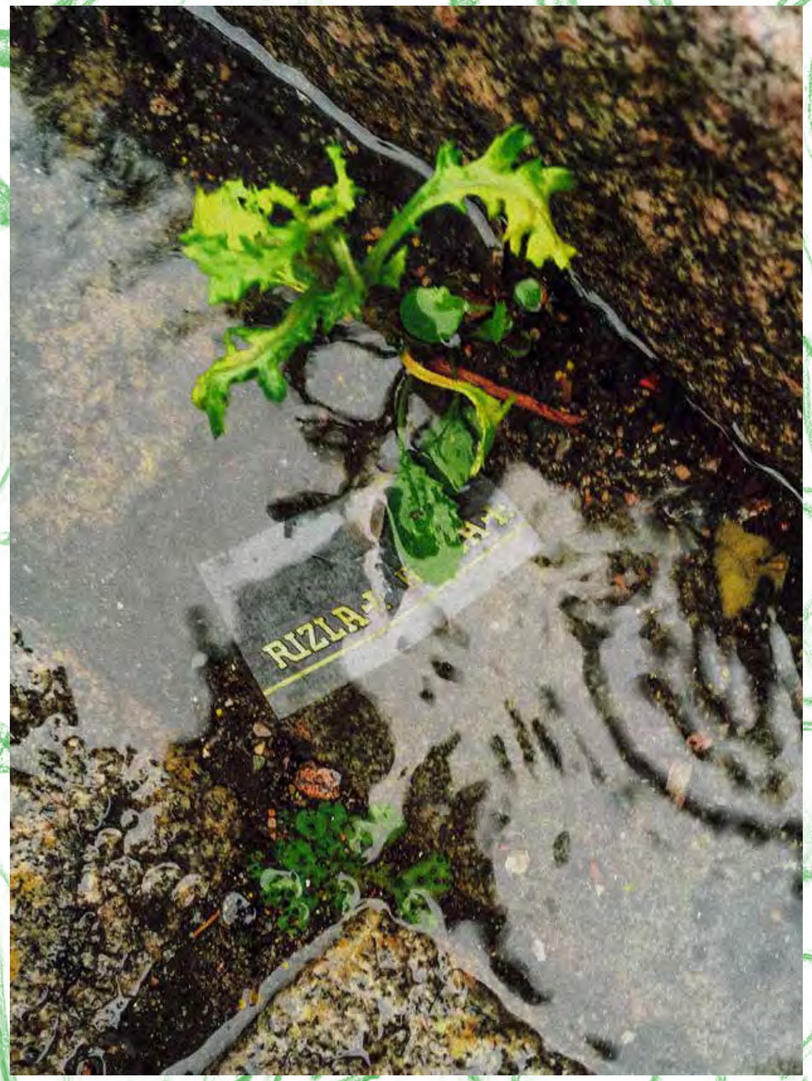
Cigarette poetry, AI generated



Dalston, 29.10.17



Made me think of papyrus and Egypt - pardon my brain.





AI what do you have to say about billboards and branded trash?

Chat GPT, write a text to go next to a photo describing the general situation of a paid billboard in central London, who can afford it and how much cheaper is to let a company's branded trash do their advertising instead.

Billboard advertising in central London is a highly coveted form of promotion that reaches a wide audience of pedestrians, drivers, and commuters. With its prime location in one of the busiest cities in the world, it's no surprise that the cost of renting a billboard space here is exorbitant, often costing several thousand pounds per week. This high price tag means that only large corporations and companies with deep pockets can afford to invest in such an advertising campaign.

However, there is a cheaper alternative that has been gaining popularity in recent years - branded trash. Many companies have been using their branded trash cans, bags, and other litter management tools as a means of advertising. While it may not have the same impact as a billboard, branded trash is a cost-effective and eco-friendly way to get your message across to potential customers. Plus, it serves a practical purpose by keeping the city clean and tidy. So, next time you're in central London, keep an eye out for these subtle yet effective marketing tactics!

Polluting is not eco-friendly dear Chat GPT do you realise that? You're talking nonsense.

I *apologize for the confusion in my previous response. I mistakenly used the term "eco-friendly" to describe the use of branded trash for advertising purposes. Let me clarify that using branded trash for advertising purposes can be a cost-effective way for companies to promote their brand, but it is not an environmentally friendly practice.*

In fact, using disposable items such as trash bags and other litter management tools can contribute to pollution and harm the environment. As an AI language model, my intention is to provide accurate information, and I regret any confusion that my previous response may have caused. Thank you for bringing this to my attention.

So can you re-elaborate the previous message with a correct version that makes it clear companies actually exploit trash as a mean of publicity

Certainly, I'd be happy to provide a revised message that accurately reflects the use of branded trash for advertising purposes:

"Many companies have been using their branded trash cans, bags, and other litter management tools as a means of advertising. While this approach may be cost-effective and provide exposure for the brand, it is important to note that using disposable items such as trash bags and other litter management tools can contribute to pollution and harm the environment. Therefore, companies who choose to use branded trash for advertising should consider more sustainable alternatives, such as using reusable materials or promoting eco-friendly practices in their marketing campaigns."

Do you think the aim of using brands on the packaging is intentional?

Yes, the use of branding on packaging is usually intentional and serves a specific purpose. Packaging is an important component of a company's branding and marketing strategy, as it can communicate the brand's message, identity, and values to consumers.

Branding on packaging can also help companies differentiate their products from competitors, as well as attract the attention of potential customers. The design, colour, and placement of branding on packaging can also affect consumer behaviour, such as influencing their purchasing decisions and creating a sense of brand loyalty.

In summary, the use of branding on packaging is intentional and serves as an effective tool for companies to communicate their message, differentiate their products, and attract consumers, *be cost-effective and provide exposure for the brand, it is important to note that using disposable items such as trash bags and other litter management tools can contribute to pollution and harm the environment. Therefore, companies who choose to use branded trash for advertising should consider more sustainable alternatives, such as using reusable materials or promoting eco-friendly practices in their marketing campaigns."*

Do you think the aim of using brands on the packaging is intentional?

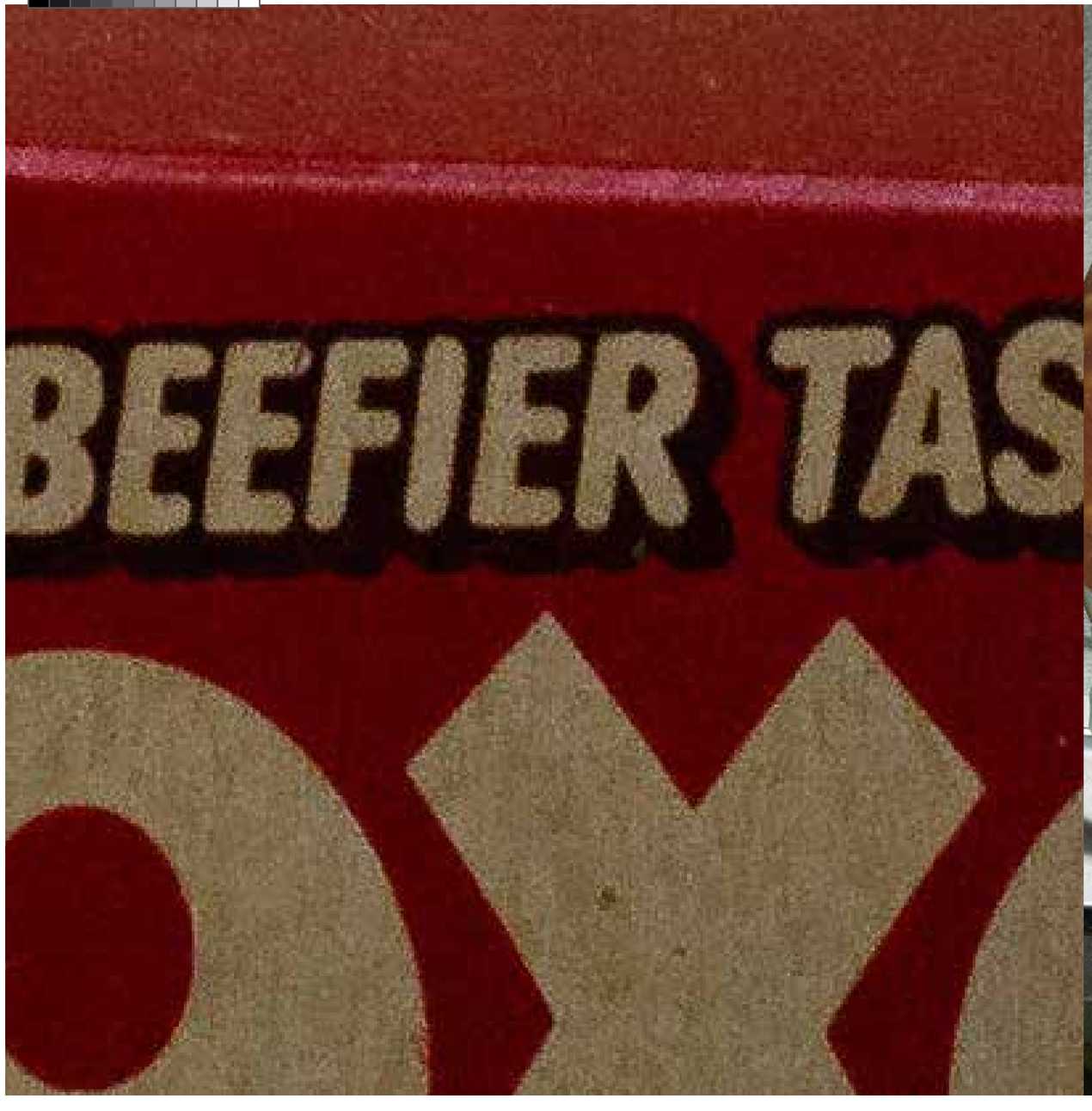
Yes, the use of branding on packaging is usually intentional and serves a specific purpose. Packaging is an important component of a company's branding and marketing strategy, as it can communicate the brand's message, identity, and values to consumers.

Branding on packaging can also help companies differentiate their products from competitors, as well as attract the attention of potential customers. The design, colour, and placement of branding on packaging can also affect consumer behaviour, such as influencing their purchasing decisions and creating a sense of brand loyalty.

In summary, the use of branding on packaging is intentional and serves as an effective tool for companies to communicate their message, differentiate their products, and attract consumers.



Lea Bridge Road, London, 2018


BEEFIER TAS



Oxo



Blackheath

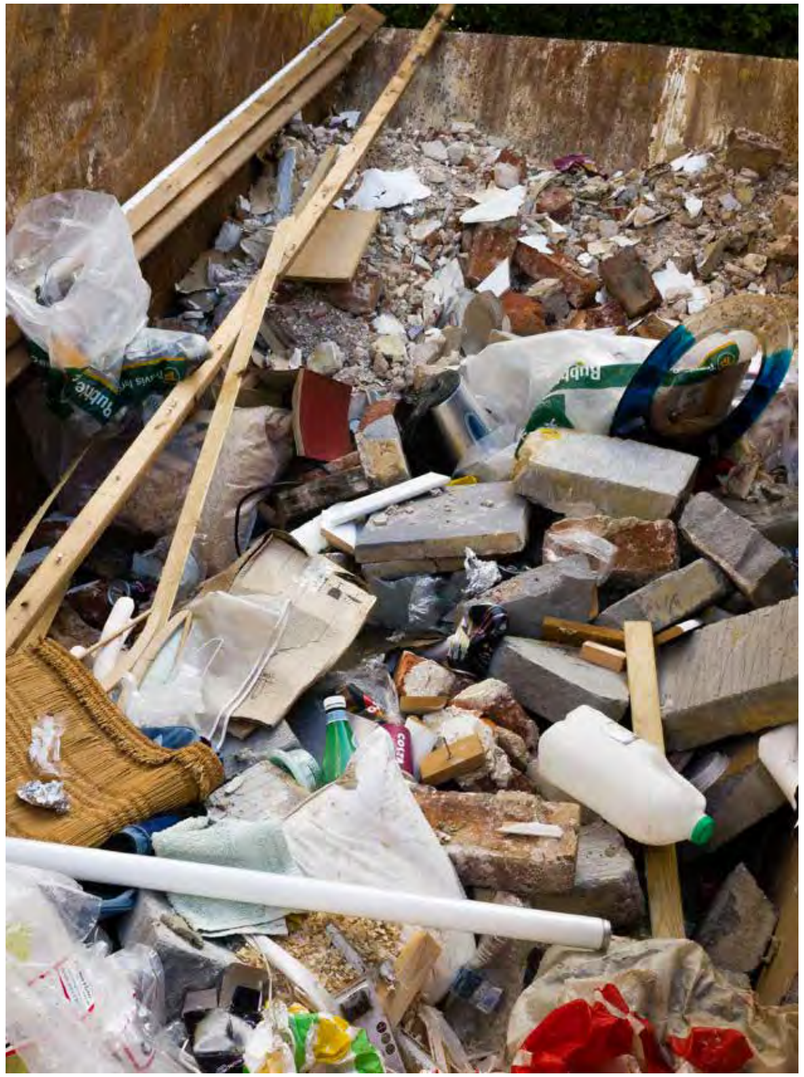
London, United Kingdom

18.12.19

Oxo

A rather magnificent cabinet find. Original and seriously expired food containers found in a kitchen cabinet. Blackheath, December 2019

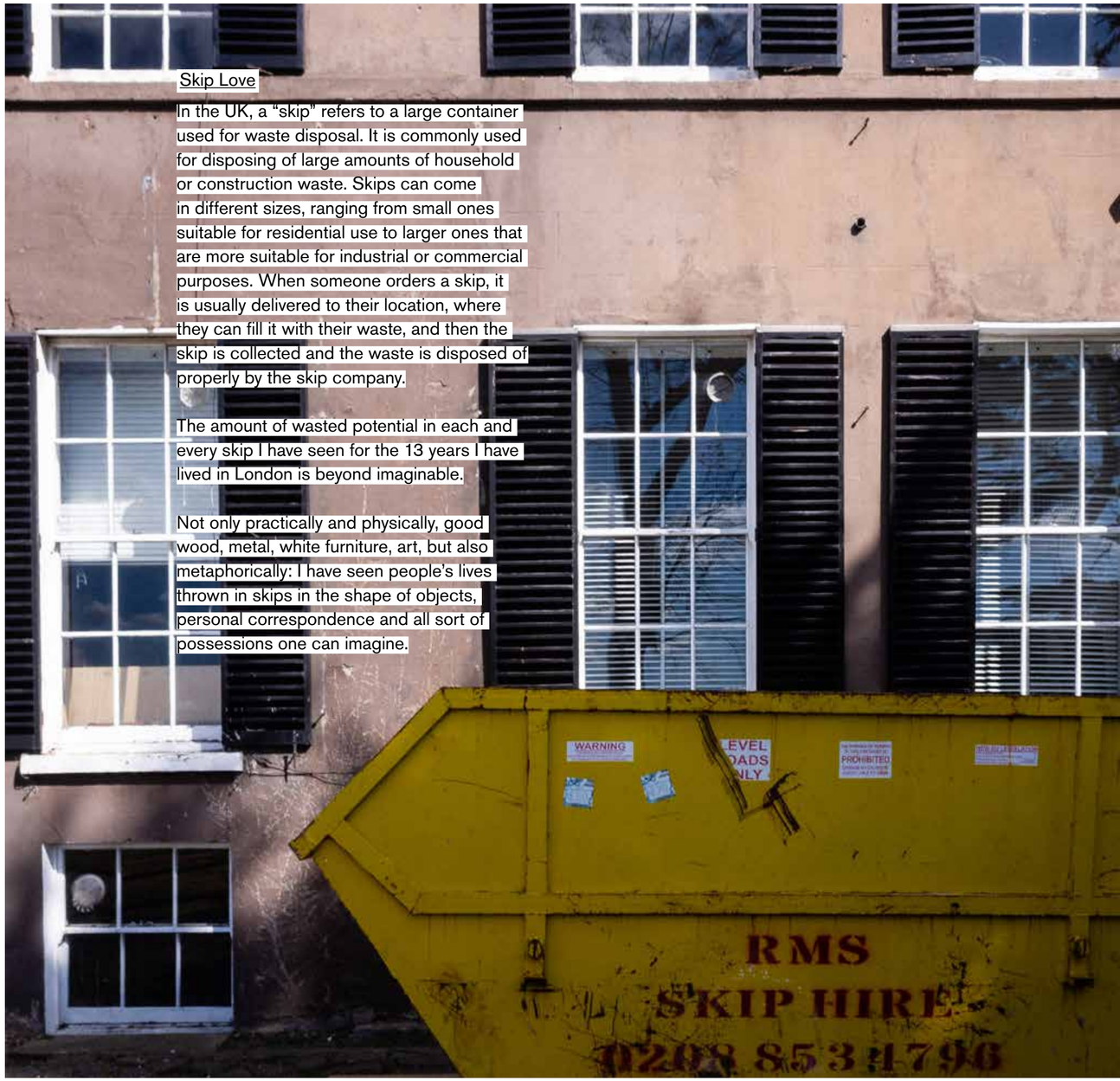
Skip Love



Blackheath

London, United Kingdom

25.2.20



Skip Love

In the UK, a “skip” refers to a large container used for waste disposal. It is commonly used for disposing of large amounts of household or construction waste. Skips can come in different sizes, ranging from small ones suitable for residential use to larger ones that are more suitable for industrial or commercial purposes. When someone orders a skip, it is usually delivered to their location, where they can fill it with their waste, and then the skip is collected and the waste is disposed of properly by the skip company.

The amount of wasted potential in each and every skip I have seen for the 13 years I have lived in London is beyond imaginable.

Not only practically and physically, good wood, metal, white furniture, art, but also metaphorically: I have seen people’s lives thrown in skips in the shape of objects, personal correspondence and all sort of possessions one can imagine.

Coldbath Street

94-108

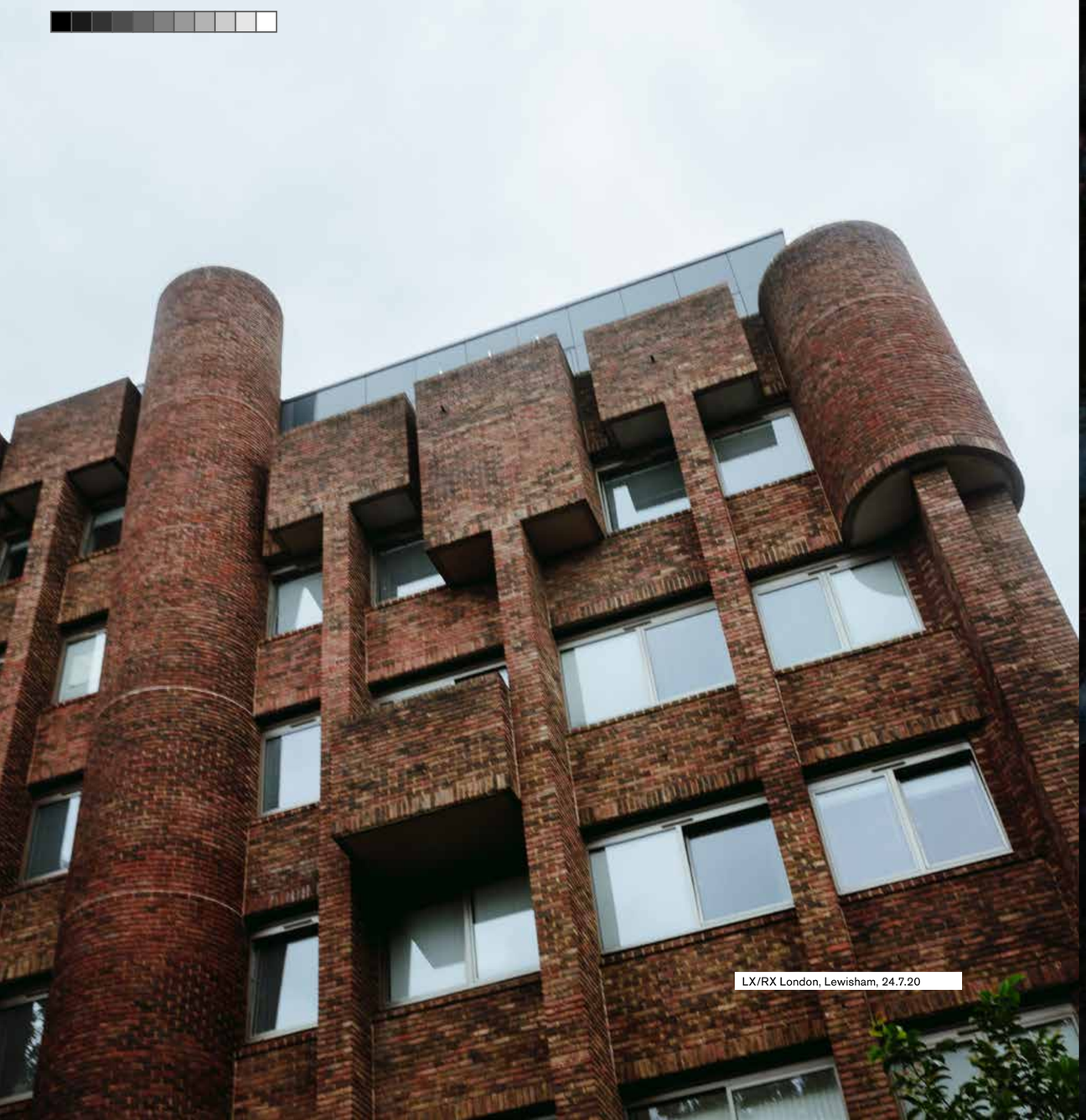
Prep



Lewisham

London, United Kingdom

18.6.20



LX/RX London, Lewisham, 24.7.20



San Pellegrino

Soft drink can, gently misplaced to resemble a berry. This is probably one of the first occasion where I realised what kind of impact seeing that can instantly made on me. Briefly after taking the picture I headed to the closest off-licence and bought myself one. A successful ambush.



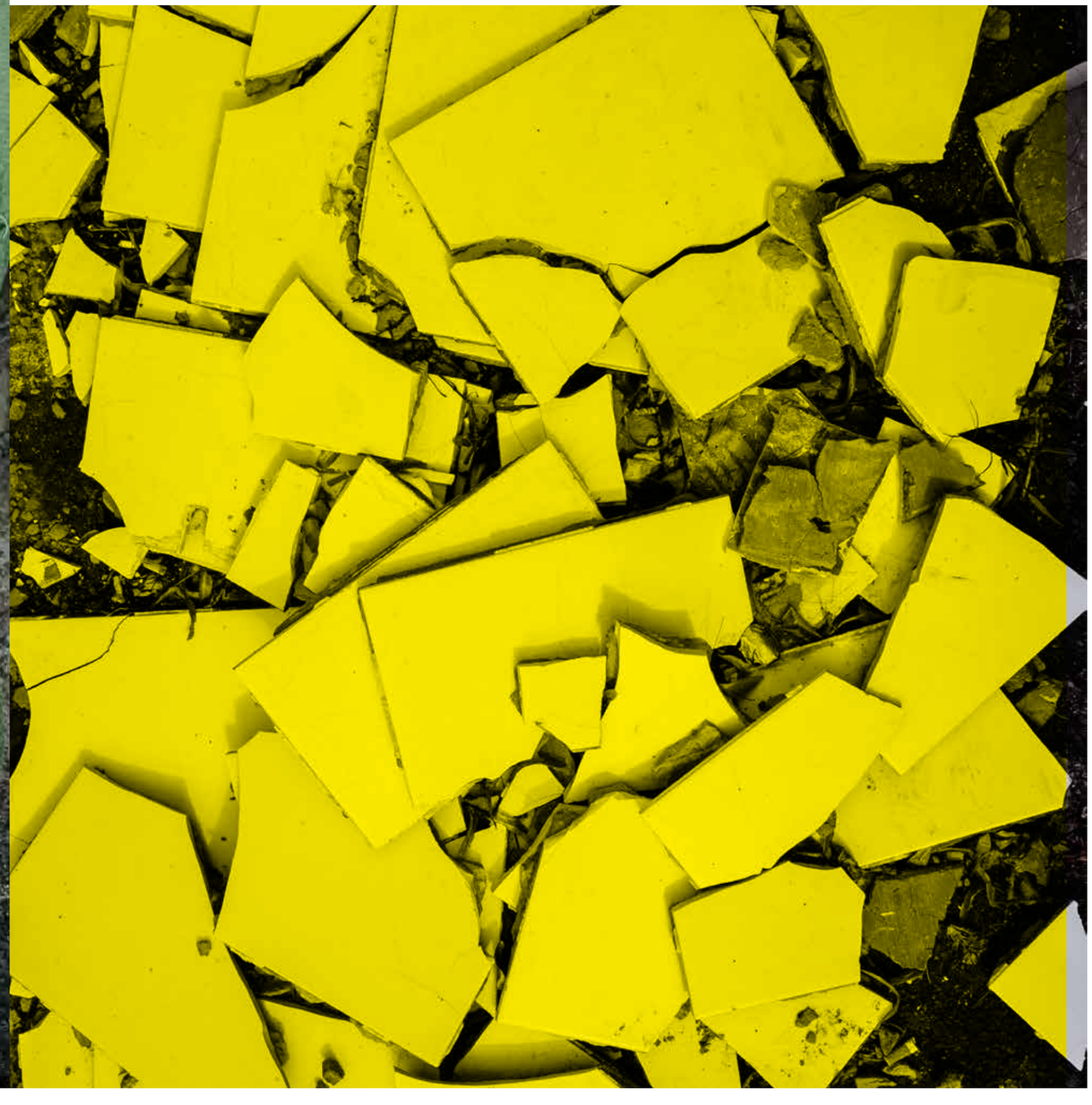
In London, it is not uncommon to see mattresses, sofas, and other furniture items left on the streets. There are several reasons why this might be the case. For one, many people in London live in small apartments or flats with limited space. As a result, they ma y not have enough storage space for their furniture, and they may choose to leave their unwanted items on the streets rather than pay for storage or disposal.

London is also a transient city, and many people move frequently. When moving, it can be expensive and inconvenient to transport furniture, so some people may choose to leave it on the street instead. Unfortunately, some people also choose to illegally dump their unwanted furniture on the streets rather than pay for proper disposal.

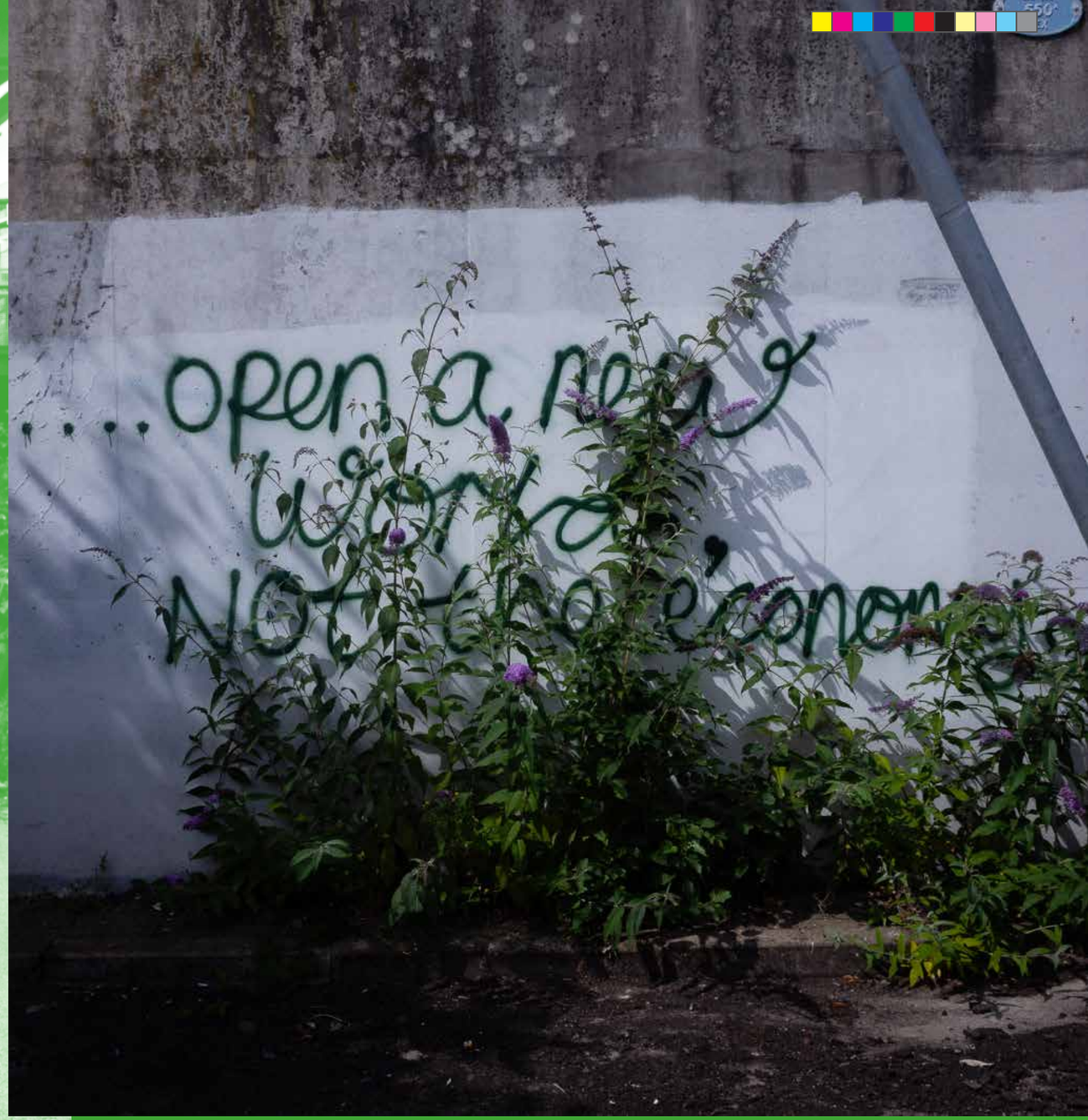
This can create an eyesore and attract vermin, making it a problem for the community.

Local councils in London typically have specific days when they collect large items such as furniture. However, some people may not be aware of the collection times or may miss them, leading them to leave their furniture on the street until the next collection day.

Overall, the reasons for the presence of mattresses, sofas, and furniture on the streets of London can be varied. Lack of space, moving house, illegal dumping, and collection times are some of the most common factors contributing to this phenomenon.



Lewisham, at the back of the rail station and Tesco. Now this abandoned parking lot has been taken over by developers and transformed into a massive block of buildings. The back of Tesco was a strange liminal space, not defined, with no particular identity and fundamentally pretty prone to fly tipping and dumping. It was also a shortcut from the back of the station, Tesco and Elverson Road station. Now, 2023, there are massive building sites . Hopefully the connection will be resumed so that people can stroll through a bespoke built mall - airport duty free shop style.




London, United Kingdom
24.7.20
White Lines
Lewisham

Tesco



Lewisham

London, United Kingdom

24.7.20

Messi



Lewisham

London, United Kingdom

24.7.20



Stella, Shit & Rizlas

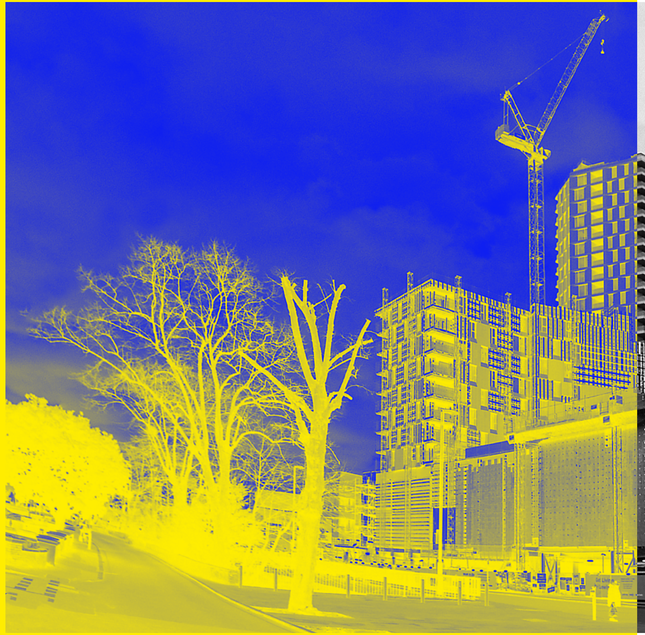


London, United Kingdom

Lewisham

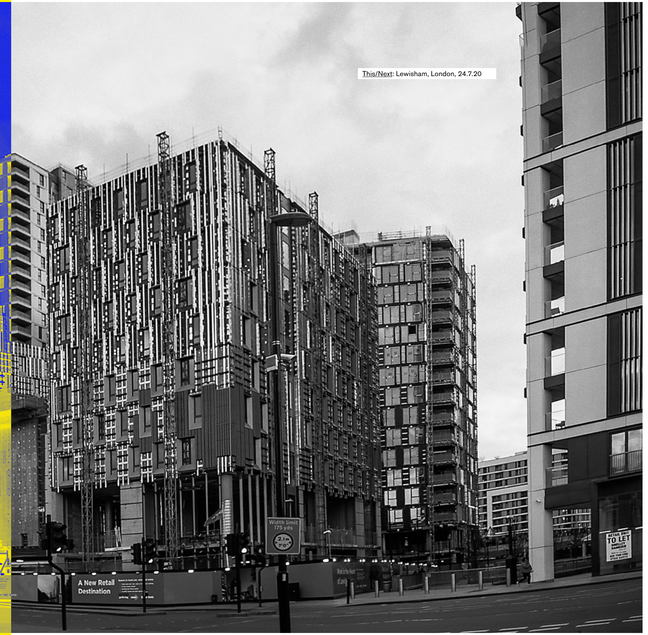
24.7.20

FOLD INWARDS



FOLD INWARDS

This/Next: Lewisham, London, 24.7.20



McMenu



London, United Kingdom

Lewisham

24.7.20

FOLD OUTWARDS



	Food waste (tonnes/day)	Packaging waste (tonnes/day)	Sanitation waste (tonnes/day)
McDonald's	100	50	50
Greggs	50	25	25
Pret	25	12.5	12.5
KFC	25	12.5	12.5
Burger King	25	12.5	12.5
Subway	25	12.5	12.5
Starbucks	20	10	10
Costa Coffee	15	7.5	7.5
Tesco	100	50	50
Sainsbury's	75	37.5	37.5
Asda	75	37.5	37.5
Morrisons	50	25	25
Waitrose	25	12.5	12.5
Marks & Spencer	25	12.5	12.5

This data is based on estimates from the Waste and Resources Action Programme (WRAP). It is important to note that this is just an estimate, and the actual amount of waste produced may be higher or lower.

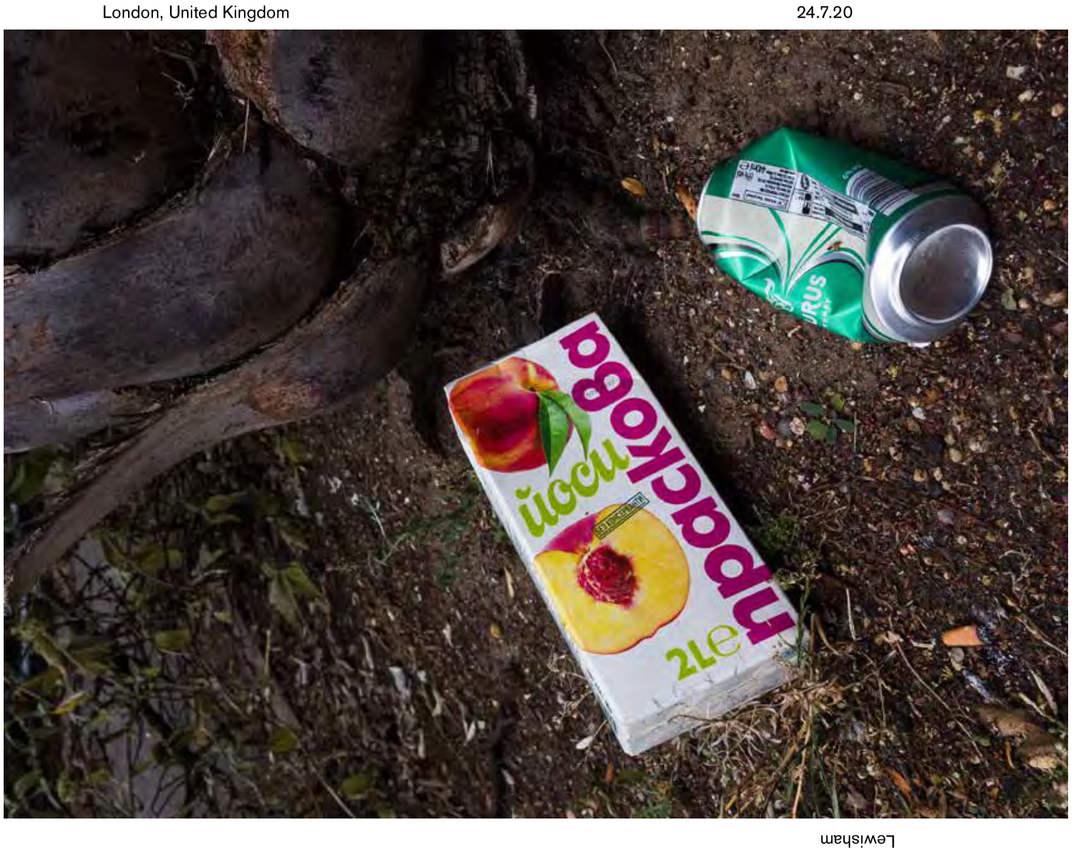
The waste produced by high street food chains comes from a variety of sources, including:

Food waste: This includes food that is left over after customers have finished their meals, as well as food that is past its sell-by date.
Packaging waste: This includes things like cardboard boxes, plastic bags, and Styrofoam cups.
Cleaning waste: This includes things like paper towels, cleaning products, and food scraps.

*sources

The Food and Agriculture Organization of the United Nations (FAO)
The World Bank
The United States Environmental Protection Agency (EPA)
The National Resources Defense Council (NRDC)
The Ellen MacArthur Foundation


London, United Kingdom
24.7.20
MAGNUM
Magnum
Lewisham


London, United Kingdom
24.7.20
Juice
Lewisham


Always keep
2 metres apart
from anyone
outside of your
household
2m
Wash your hands as soon as you are indoors
For more information go to camden.gov.uk/coronavirus
Camden

Long Drinks



King's Cross

London, United Kingdom

23.7.20

Long Drinks

King's X, London, on my way to film the lift of the Covid-19 lockdown in Brighton. The world, apparently, had not changed at all. Another eureka moment. Trash that looked like an installation. Brands, coming together, like a space mission.


Fly-Tipping
– fly refers to the phrase on the fly, meaning while in motion or progress;
– tipping is the gerund of the verb tip, in the sense to dump–from the sense to cause [the contents of a container] to be emptied out by tilting it.
THE WORLD'S GREATEST SNACKS
MADE IN YORKSHIRE USING 100% WAGYU BEEF
25g
ORANGE
ENERGY
Lucozade
STELLA ARTOIS
CHASE

Mix



Tropicana



Chicken Caesar



Caledonian Road

London, United Kingdom

11.8.20

Heine



Caledonian Road

London, United Kingdom

11.8.20

FOLD OUTWARD





FOLD INWARD

FOLD INWARD

Zlatorog



Slovenia

21.8.20

Čepovan

Volkswagen



Čepovan, Slovenia

26.8.20

Tolmin





LX/CX/RX: Most na Soči, Tolmin, 26.8.20



BACK IN LONDON

March 23, 2020: The UK government announced a nationwide lockdown, with people being told to stay at home and only leave for essential reasons such as buying groceries, exercising, or seeking medical care. Non-essential shops, bars, restaurants, and other businesses were closed, and schools were shut down except for the children of key workers. The lockdown was intended to slow the spread of the virus and prevent the National Health Service (NHS) from becoming overwhelmed.

June 1, 2020: The government began easing some lockdown restrictions, with schools reopening for all students and people being allowed to meet in groups of up to six people outdoors. Non-essential shops and businesses were allowed to reopen with social distancing measures in place.

July 4, 2020: The government announced a further easing of restrictions, with pubs, restaurants, hairdressers, and other businesses reopening. People were allowed to meet in groups of up to two households indoors or up to six people outdoors, provided they maintained social distancing.

September 22, 2020: The government announced new restrictions in response to a rise in COVID-19 cases, with people being told to work from home if possible and pubs and restaurants being required to close at 10 pm. The rule of six was also reintroduced, limiting social gatherings to no more than six people.

November 5, 2020: The government announced a second nationwide lockdown, with non-essential businesses being closed once again and people being told to stay at home except for essential reasons. Schools and universities remained open, however.

December 2, 2020: The government ended the second lockdown and introduced a new tiered system of restrictions based on local infection rates. Areas with the highest infection rates were placed in Tier 3, with the strictest restrictions on social gatherings and business activity, while areas with lower rates were placed in Tier 1 or 2.

January 4, 2021: The government announced a third nationwide lockdown, with people being told to stay at home once again and schools being closed to most students. The lockdown was announced in response to a rapid rise in COVID-19 cases, fuelled by the emergence of a new variant of the virus that was more transmissible.

March 8, 2021: The government began easing some lockdown restrictions, with schools reopening to all students and people being allowed to meet one other person outdoors for socializing or exercise. The government also announced a roadmap for easing restrictions over the coming months, with a gradual reopening of businesses and social activities.

The lockdown measures were implemented to reduce the spread of the virus and prevent the NHS from becoming overwhelmed with patients. The UK experienced a high number of COVID-19 cases and deaths in 2020, with a peak of over 1,800 deaths in a single day in January 2021. The lockdown measures were seen as necessary to prevent the situation from getting even worse, although they also had significant economic and social impacts.





London, United Kingdom 14.9.20



IKEA

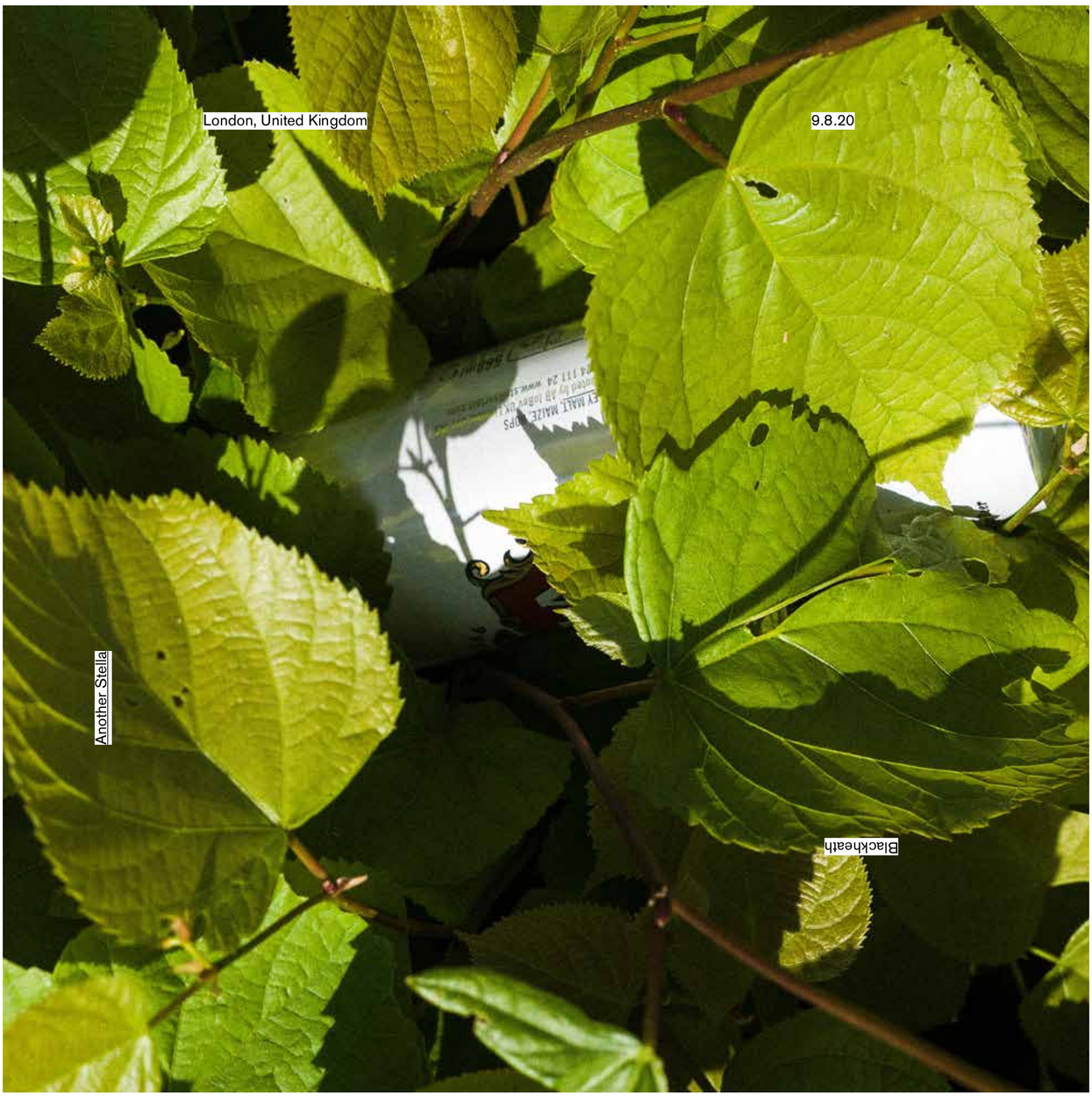
Lewisham


Coke
330 ml
Napój gazowany o smaku cola.
Składniki: woda, cukier, dwutlenek węgla, barwnik
kwas fosforowy, naturalne aromaty w tym kofeina.
WARTOŚĆ ODŻYWCZA
100 ml
330 ml
Energia
394 kJ
Tłuszcz
139 kcal
w tym kwasy nasycone
Węglowodany
w tym cukry
Białko
Sól
*Referencyjna wartość spożycia dla przeciętnej osoby dorosłej
Najlepiej spożyć przed: patrz na spodzie puszki. Przechowywać w chłodnym i suchym miejscu. Chronić przed działaniem promieni słonecznych.
Wyprodukowano za zgodą The Coca-Cola Company.
Coca-Cola HBC Polska Sp. z o.o.
Adres – patrz kod na spodzie puszki.
ul. Annopol 29
03-236 Warszawa
ul. Żwirki i Wigury 16
02-092 Warszawa
801 130 110
coca-cola.pl
© 2016 The Coca-Cola Company
5 449000 000996
19-PL-401362659
30 ml
Sól
0 g
0%
142 kcal

London, United Kingdom 14.9.20







London, United Kingdom 14.9.20



C*c** **la

Lewisham

Ace

Caledonian Road

Gail's

Blackheath

London, United Kingdom

7.2.21



London, Blackheath, 7.2.21

Why Pepsi was allowed in Yugoslavia

During the Cold War, Yugoslavia was a socialist country that pursued a policy of non-alignment, seeking to maintain political and economic independence from both the Soviet Union and the Western bloc. As a result, Yugoslavia was able to establish economic and diplomatic ties with both capitalist and communist countries.

In the 1950s and 1960s, the Yugoslav government began to develop its own domestic soft drink industry, with the creation of the company Nectar in 1959. Nectar initially produced a lemon-lime soda called “Cedevita,” which became very popular in Yugoslavia.

In the early 1970s, PepsiCo began negotiations with the Yugoslav government to establish a joint venture to produce and distribute Pepsi-Cola in Yugoslavia. One factor that may have contributed to Pepsi’s success in Yugoslavia was its willingness to form partnerships with local companies and adopt localized marketing strategies. Pepsi also offered a lower price point than Coca-Cola, which may have made it more appealing to Yugoslav consumers.

Coca-Cola, on the other hand, faced greater obstacles in entering the Yugoslav market. The Yugoslav government placed restrictions on the importation of foreign goods, and Coca-Cola’s reputation as a symbol of American capitalism may have made it less popular among Yugoslav consumers. In addition, Coca-Cola initially refused to form partnerships with local companies, which put it at a disadvantage compared to Pepsi.

Overall, Pepsi was able to establish a successful presence in Yugoslavia by adapting to local conditions and partnering with local companies, while Coca-Cola faced greater obstacles in entering the market due to its reputation and refusal to form partnerships with local companies.

Peps*



Winchester, United Kingdom

17.10.20

Centre

Dr. Pepper

Cemetery

Winchester, United Kingdom

17.10.20

Original Taste

Winchester, United Kingdom

17.10.20

Winchester, United Kingdom 17.10.20





Swan #2



Blackheath

London, United Kingdom

28.11.20

Swan filters, also known as cigarette filters, are made of a type of plastic called cellulose acetate. These filters are non-biodegradable and can persist in the environment for years, contributing to plastic pollution.

When cigarette filters are littered on the ground or thrown into bodies of water, they can release toxic chemicals, such as nicotine and heavy metals, into the environment. These chemicals can harm wildlife and ecosystems and can potentially contaminate water sources.

In addition, cigarette filters make up a significant portion of litter on beaches and in urban areas. According to some estimates, cigarette butts are the most common form of litter found on beaches worldwide.

Swan filters are not biodegradable and can have negative impacts on the environment. It is important for individuals to properly dispose of cigarette filters in appropriate waste containers and for governments and organizations to implement policies and initiatives to reduce cigarette litter and promote proper disposal.



Swan #1

Blackheath

London, United Kingdom

12.1.23

Orange & Mango

Blackheath

London, United Kingdom

28.1.21

London, United Kingdom

27.4.21



Snackrite

Lee

Winchester, United Kingdom

25.12.20



Costa

Blackheath

McD**ald's



London, United Kingdom

14.9.20

Lewisham

FOLD OUTWARDS




FOLD INWARD
FOLD INWARD

FOLD OUTWARDS

wwwwwwwwwww



Lewisham

London, United Kingdom

26.2.23



LX/CX/RX: Most Na SoC, Tolmin, 26.8.20

Costa



London, United Kingdom

Blackheath

16.2.23



London, United Kingdom

12.1.23



Starbucks

Blackheath





Softy

London, United Kingdom

Blackheath

26.2.23

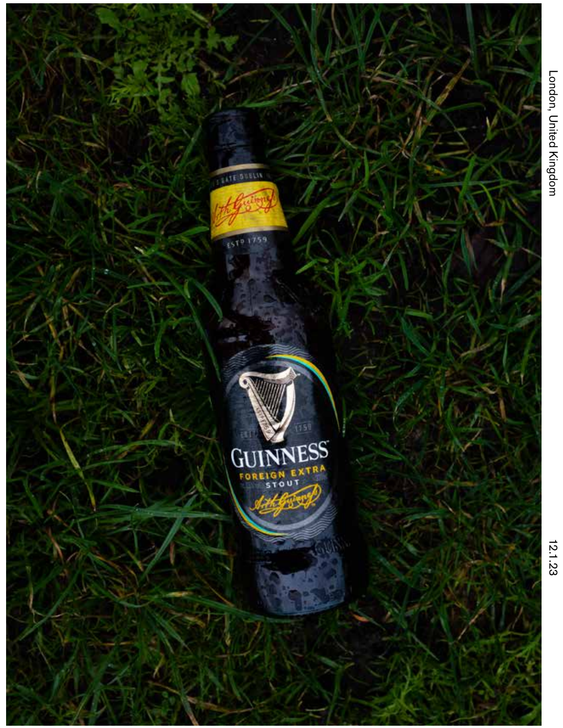
Fortuna

London, United Kingdom

Blackheath

12.1.23

Foreign Extra Stout#



Blackheath

London, United Kingdom

12.1.23

Corona



Blackheath

London, United Kingdom

12.1.23

B******



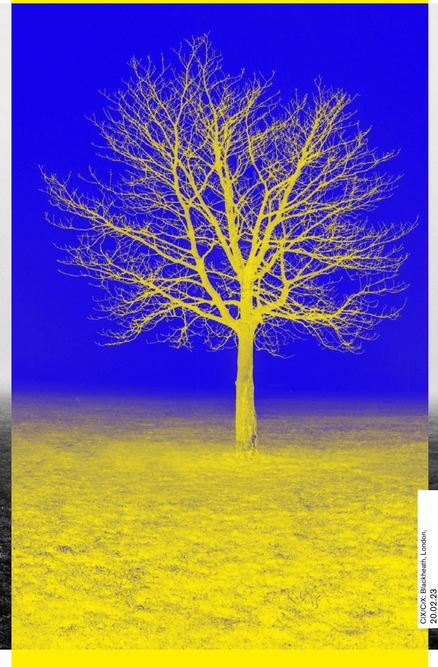
Blackheath

London, United Kingdom

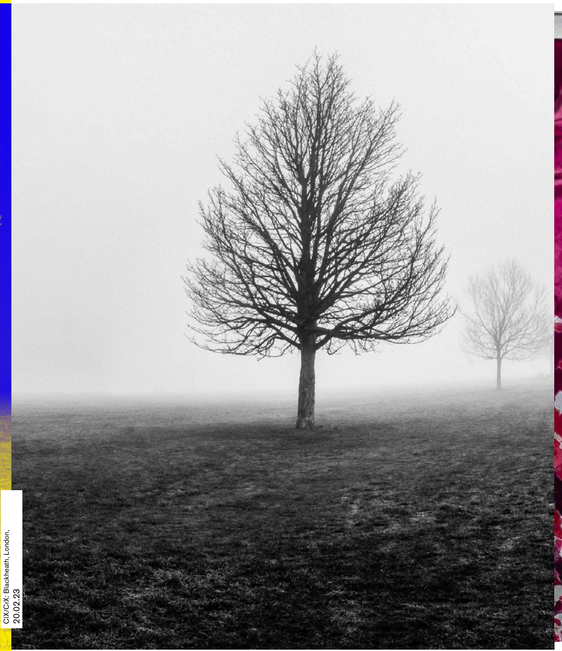
12.1.23







CH/CK Blackheath, London.
20.02.23





Refuel



London, United Kingdom

Blackheath

12.1.23



Cherry



London, United Kingdom

Blackheath

12.1.23

Honey Roasted

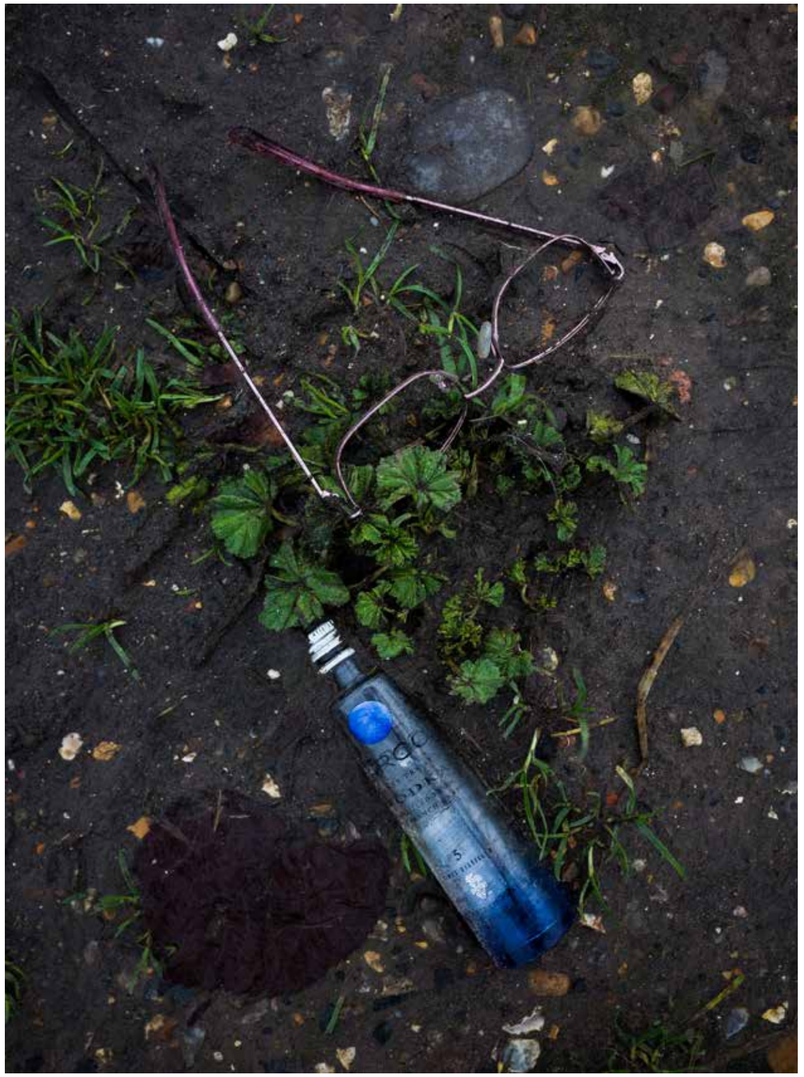


Blackheath

London, United Kingdom

12.1.23

Roc



Blackheath

London, United Kingdom

12.1.23

Milk

Blackheath

London, United Kingdom

21.1.23

1664

London, United Kingdom

Blackheath

21.1.23



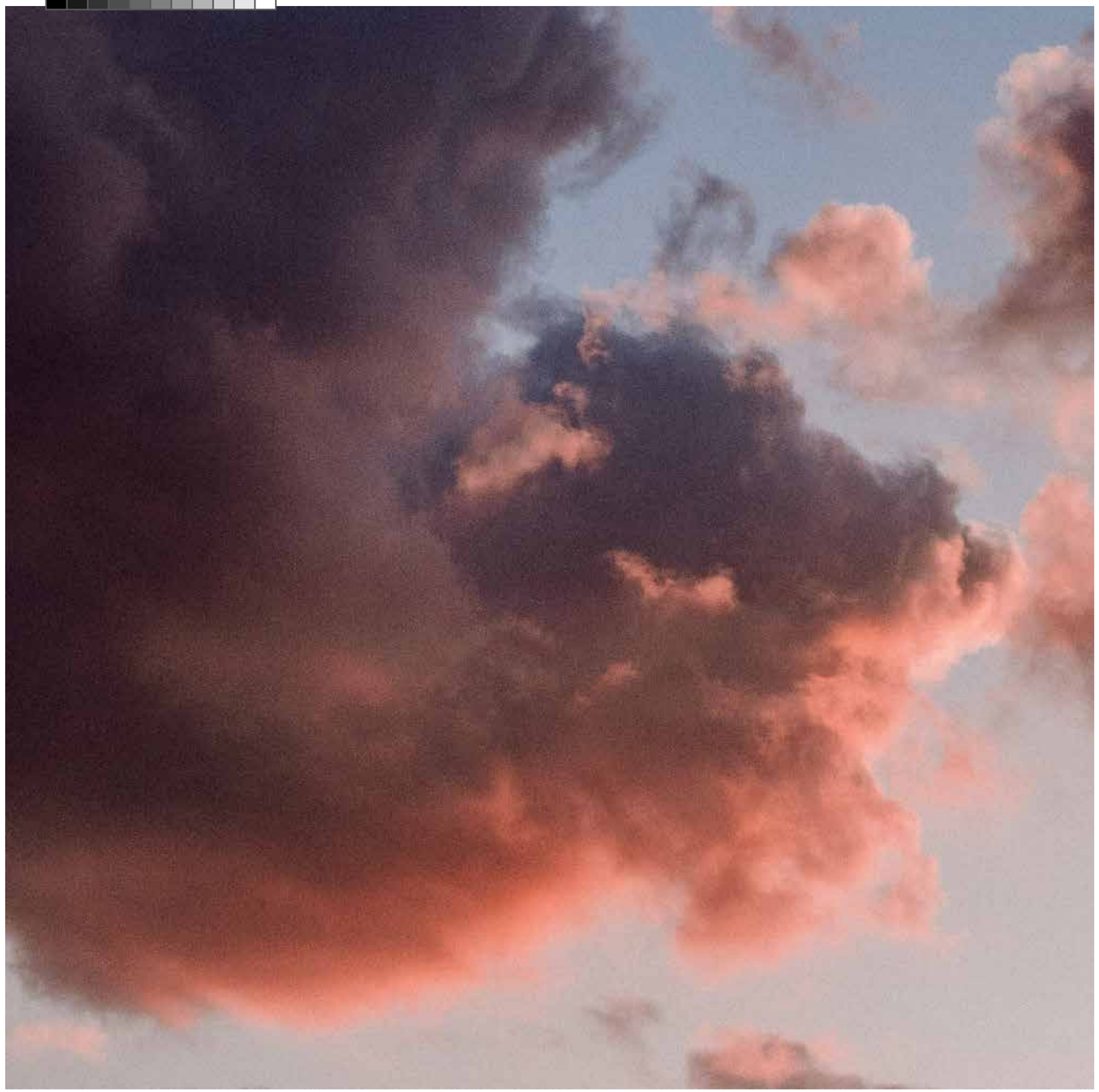


London, United Kingdom 21.1.23



M

Blackheath




T
No loading
Mon-Sat
7-10am
4-7pm



"Carts of Darkness" is a Canadian documentary film directed by Murray Siple, which explores the lives of a group of homeless individuals in Vancouver who collect recyclables from the streets and sell them to make a living. The film primarily focuses on a man named Murray, who is a former downhill mountain bike racer, and has turned to collecting and selling recyclables on a shopping cart for survival.

Throughout the film, Murray and his fellow recyclers are shown to have a deep passion for their work, with some even calling it a sport. The film depicts their daily struggles, such as navigating the streets with heavy carts, avoiding confrontations with authorities, and dealing with the physical toll of their work. It also shows the camaraderie and sense of community that exists among the recyclers.

In the context of a book about trash, "Carts of Darkness" serves as a poignant example of the complex relationships that humans have with garbage. It highlights the fact that even those who society may view as "throwaway" can find value and meaning in discarded materials. Additionally, the film sheds light on the harsh realities of homelessness and poverty, and the ways in which people can find resilience and dignity in the face of adversity.

Coca-Cola:
Coca-Cola Classic: The original and most widely recognized flavor of Coca-Cola.
Coca-Cola Zero Sugar: A sugar-free and calorie-free variation of Coca-Cola, offering the taste of the original with no calories.
Coca-Cola Life: A reduced-calorie cola sweetened with a blend of sugar and stevia leaf extract.
Coca-Cola Cherry: Coca-Cola with a cherry flavor twist.
Coca-Cola Vanilla: Coca-Cola with a smooth vanilla flavor.
Coca-Cola Lime: Coca-Cola infused with a refreshing lime twist.
Coca-Cola Orange: Coca-Cola with a citrusy orange flavor.
Coca-Cola Raspberry: Coca-Cola with a hint of raspberry flavor.
Coca-Cola Clear: A transparent cola with a crisp and light taste.
Coca-Cola Plus: A fortified version of Coca-Cola with added vitamins and minerals.
Coca-Cola Coffee: A combination of Coca-Cola and coffee flavors.
Coca-Cola Energy: Coca-Cola infused with caffeine and energy-boosting ingredients.

Fanta
Fanta Orange: A refreshing and fruity orange-flavored carbonated soft drink.
Fanta Grape: A sweet and fruity grape-flavored carbonated soft drink.
Fanta Strawberry: A delicious and strawberry-flavored carbonated soft drink.
Fanta Pineapple: A tropical and refreshing pineapple-flavored carbonated soft drink.
Fanta Apple: A crisp and tangy apple-flavored carbonated soft drink.
Fanta Berry: A mix of various berry flavors in a carbonated soft drink.

Sprite
Sprite: A lemon-lime flavored soft drink known for its clear, bubbly taste.
Sprite Zero Sugar: A sugar-free and calorie-free version of Sprite with the same lemon-lime flavor.

Dr Pepper:
Dr Pepper: A unique and distinct soda with a blend of 23 flavors.

Minute Maid:
Minute Maid Orange Juice: A refreshing and natural orange juice made from real oranges.
Minute Maid Apple Juice: A delicious and crisp apple juice made from real apples.
Minute Maid Grape Juice: A rich and flavorful grape juice made from real grapes.
Minute Maid Lemonade: A tangy and refreshing lemonade made with real lemons.

Dasani
Dasani Purified Water: A brand of bottled water produced by The Coca-Cola Company, known for its purity and refreshing taste.

Powerade
Powerade: A sports drink that provides hydration and electrolytes for athletes and active individuals, available in various flavors.

Please note that this list may not include all regional or limited-edition variations, and there may be additional drinks introduced since my knowledge cutoff in September 2021.

Several non-controversial facts about sodas and fizzy drinks that are widely accepted:

High Sugar Content: Regular sodas typically contain high amounts of added sugars, which contribute to their sweet taste. Excessive consumption of sugary sodas has been linked to an increased risk of obesity, type 2 diabetes, tooth decay, and other health issues.

Empty Calories: Sodas provide calories primarily from sugar but lack significant nutritional value. These calories are often referred to as "empty calories" because they provide energy without essential nutrients such as vitamins, minerals, or fiber.

Hydration: Sodas can contribute to overall fluid intake, which can help hydrate the body. However, due to their diuretic effect (increased urine production), beverages containing caffeine, such as cola drinks, may have a slightly dehydrating effect.

Acidic Nature: Many sodas, especially carbonated ones, are acidic due to carbonation and added acids. The acidity of sodas can potentially contribute to tooth enamel erosion and dental problems over time.

Caffeine Content: Some sodas, such as colas, contain caffeine, which is a mild stimulant. Caffeine can provide a temporary energy boost or alertness, but excessive consumption may lead to negative effects like jitteriness, sleep disturbances, and dependency.

Individual Sensitivity: People's responses to consuming sodas can vary. Some individuals may experience digestive discomfort, bloating, or other gastrointestinal issues due to the carbonation or specific ingredients in the beverage.

Cherry Zero Sugar



London, United Kingdom

Blackheath

21.1.23

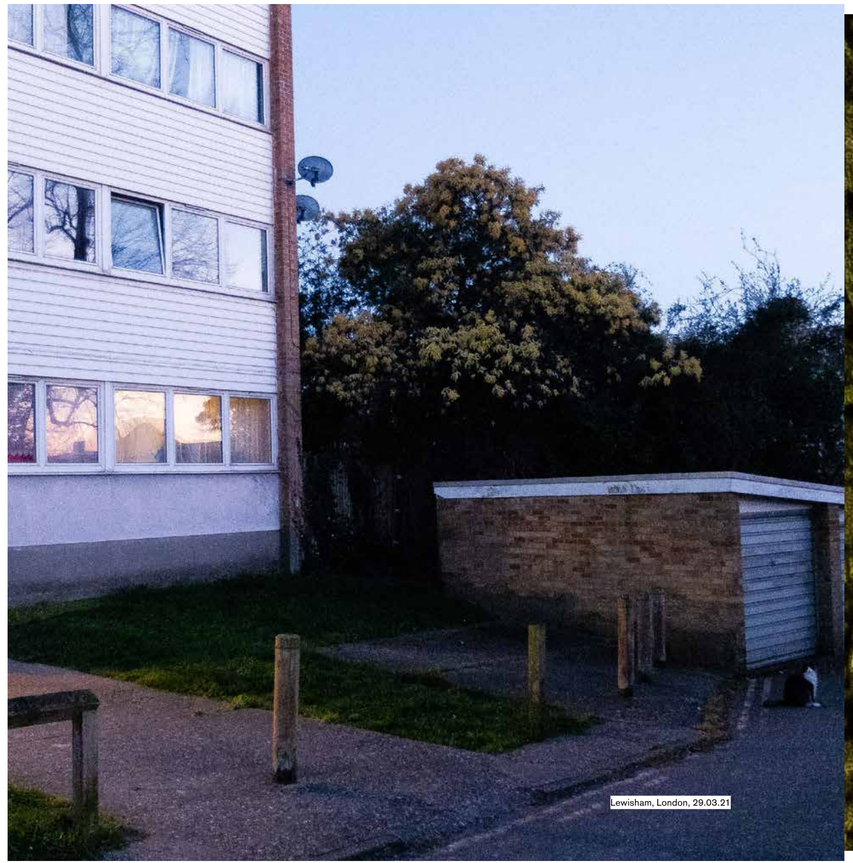
More



Blackheath

London, United Kingdom

13.4.21



Lewisham, London, 29.03.21

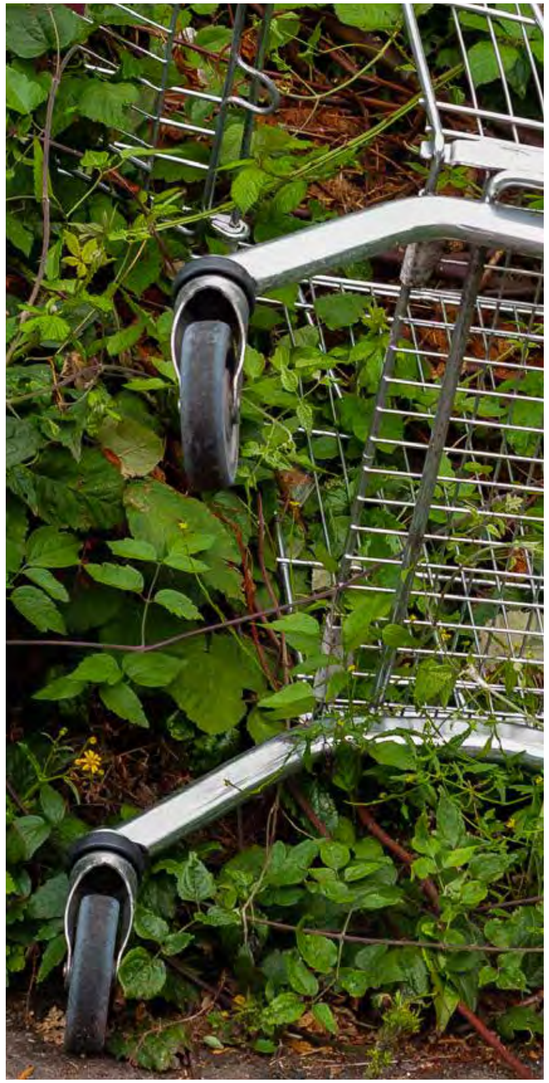
Radnor



London, United Kingdom

Lewisham

29.3.21



Binners

The term "binners" is often used to refer to people who collect recyclable materials from bins and other waste sources to sell for money. In some cases, binners may be homeless or low-income individuals who rely on this activity as a means of income. Binners may collect a range of recyclable materials, including cans, bottles, cardboard, and other items that can be redeemed for a deposit or sold to a recycling facility. Some binners work independently, while others may be part of a larger informal recycling network. While binning can provide a source of income and help divert waste from landfills, it can also be a challenging and sometimes dangerous job, with risks such as exposure to hazardous materials or confrontations with property owners or law enforcement.

Despite these challenges, there are many organizations and initiatives that support binners and advocate for their rights. For example, the Vancouver-based organization Binners' Project works to improve the working conditions and social inclusion of binners, while the Global Alliance of Waste Pickers advocates for the rights of waste pickers worldwide.

The work of binners highlights the potential of informal economies to provide sustainable livelihoods and contribute to environmental sustainability. Their work also underscores the importance of recognizing the value of informal labour and the contributions of marginalized communities to broader social and economic systems.

Binners' Project: https://binnersproject.org/

Global Alliance of Waste Pickers: https://globalrec.org/members/

"The Value of Waste: Informal Resource Recovery in Cairo": https://www.researchgate.net/publication/281059067_The_Value_of_Waste_Informal_Resource_Recovery_in_Cairo

"Waste Pickers and the Right to the City": https://www.tandfonline.com/doi/full/10.1080/09614524.2016.1195396

"The Role of Waste Pickers in Solid Waste Management": https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7072841/

Sainsbury's

Lee

London, United Kingdom

18.4.21

Sainsbury's

A colour of a famous chain of supermarket, not a logo, not even a single piece of writing - and yet enough to point us to the name of the chain. Trash communicates with us on all shapes, forms and colours. The possibilities are endless and, of course, there is a massive element of localisation in this process - this coloured plastic bag is relevant only if taken into consideration within the UK - it would be meaningless in other parts of the world because the brand is not worldwide known. This is not Coca-Cola.

Coca-Cola - Red: The bold and vibrant red used by Coca-Cola is meant to be eye-catching and associated with energy and excitement. It's a classic colour that has been used by the brand since the 1890s.

Cadbury - Purple: The rich and deep purple colour used by Cadbury is meant to be associated with luxury and quality. It's also a nod to the brand's heritage, as purple was the colour of the wrapper for the first Cadbury Dairy Milk bar.

BP - Green and Yellow: The green and yellow colour scheme used by BP is meant to be associated with environmentalism and eco-friendliness. Green is often used to represent nature and the environment, while yellow can represent energy and innovation.

Shell - Red and Yellow: The red and yellow colour scheme used by Shell is meant to be associated with warmth and friendliness, as well as energy and excitement. It's also a nod to the brand's Dutch heritage, as the colours are similar to the Dutch national flag.

McDonald's - Yellow and Red: The bold and bright yellow and red used by McDonald's is meant to be associated with fun and excitement, as well as appetite stimulation. The colours were chosen in the 1960s to help differentiate the brand from competitors.

British Airways - Blue and Red: The blue and red colour scheme used by British Airways is meant to be associated with trust and reliability, as well as excitement and adventure. The colours are also a nod to the brand's British heritage.

Virgin - Red: The bright and bold red used by Virgin is meant to be associated with energy and excitement, as well as innovation and modernity. The colour was chosen by founder Richard Branson, who wanted a colour that was both bold and memorable.

Barclays - Blue: The deep and rich blue used by Barclays is meant to be associated with trust and reliability, as well as professionalism and sophistication. It's a classic colour that has been used by the brand for over a century.

Santander - Red: The bright and bold red used by Santander is meant to be associated with energy and excitement, as well as reliability and stability. It's a colour that has been used by the brand since the early 2000s.

Tesco - Blue and Red: The blue and red colour scheme used by Tesco is meant to be associated with trust and reliability, as well as affordability and value. The colours were chosen in the 1990s to help differentiate the brand from competitors.
Sainsbury's - Orange: The bright and bold orange used by Sainsbury's is meant to be associated with energy and excitement, as well as affordability and value. It's a colour that has been used by the brand since the 1970s.

Morrisons - Green and Yellow: The green and yellow colour scheme used by Morrisons is meant to be associated with environmentalism and eco-friendliness, as well as affordability and value. Green is often used to represent nature and the environment, while yellow can represent energy and innovation.

John Lewis - Green and White: The green and white colour scheme used by John Lewis is meant to be associated with quality and sophistication, as well as affordability and value. The colours were chosen in the early 2000s to help modernize the brand.

Boots - Blue and White: The blue and white colour scheme of Boots, a British health and beauty retailer, represents cleanliness, trust, and professionalism. The blue colour signifies calmness and reliability, while white represents purity and hygiene.

The Body Shop - Green: The green colour of The Body Shop, a global cosmetics brand, represents the company's commitment to environmental sustainability and ethical sourcing of ingredients. The green colour represents nature, growth, and health.

Harrods - Green and Gold: The green and gold colours of Harrods, a luxury department store in London, represent prestige, sophistication, and luxury. The green colour symbolizes the store's commitment to sustainability and social responsibility, while gold represents wealth and opulence.

British Telecom (BT) - Blue: The blue colour of BT, a telecommunications company, represents reliability, trust, and professionalism. The company has used the blue colour in its branding since the 1980s.

HSBC - Red and White: The red and white colours of HSBC, a multinational banking and financial services company, represent passion, energy, and purity. The red colour symbolizes the company's commitment to excellence, while white represents purity and transparency.

Lloyds Bank - Black and Red: The black and red colours of Lloyds Bank, a retail and commercial bank, represent strength, stability, and passion. The black colour represents authority and professionalism, while red represents energy and passion.

Marks & Spencer - Green: The deep and rich green used by Marks & Spencer is meant to be associated with quality and sophistication, as well as affordability and value. It's a classic colour that has been used by the brand for over a century.

Wrestle-mania

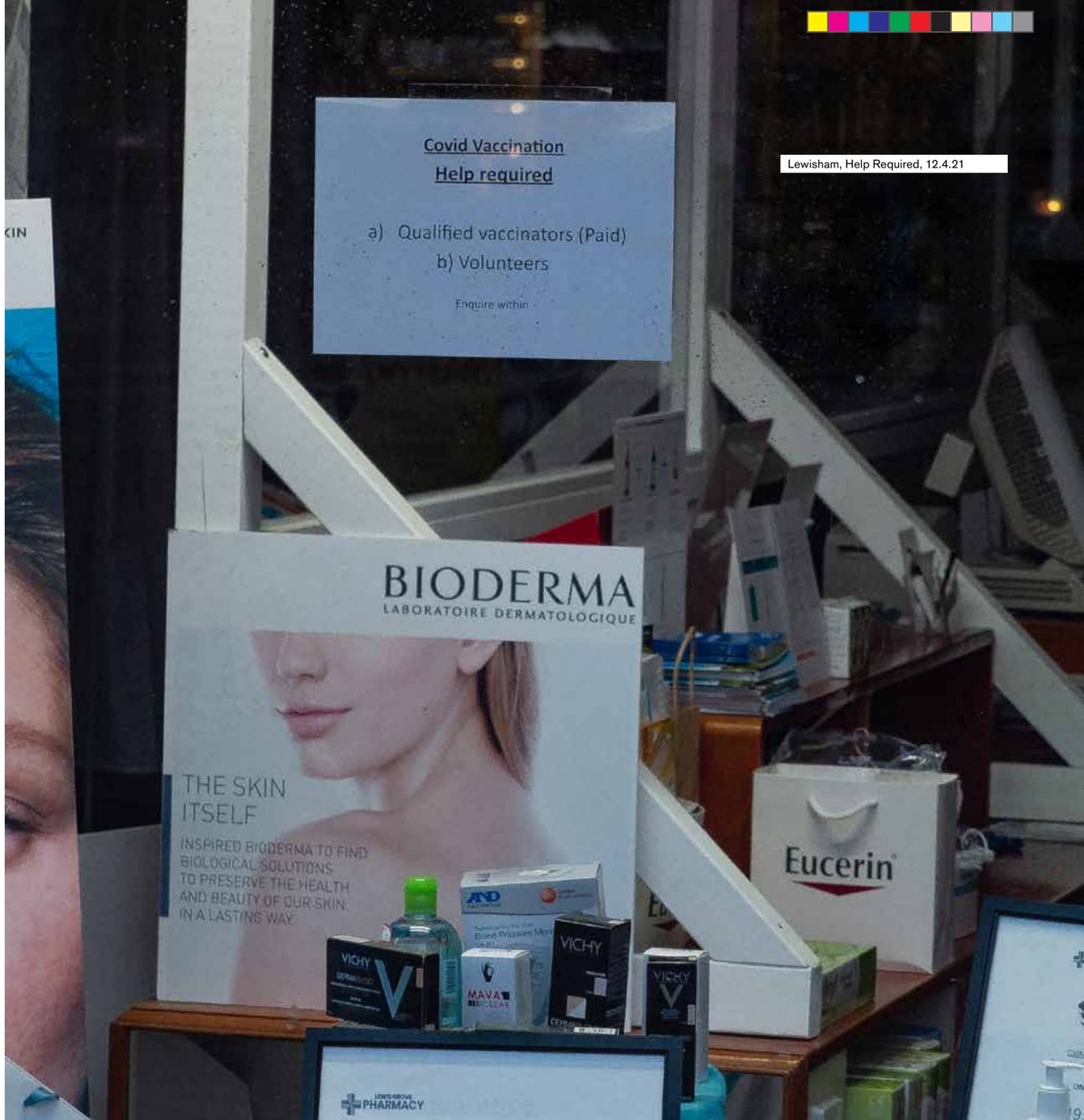


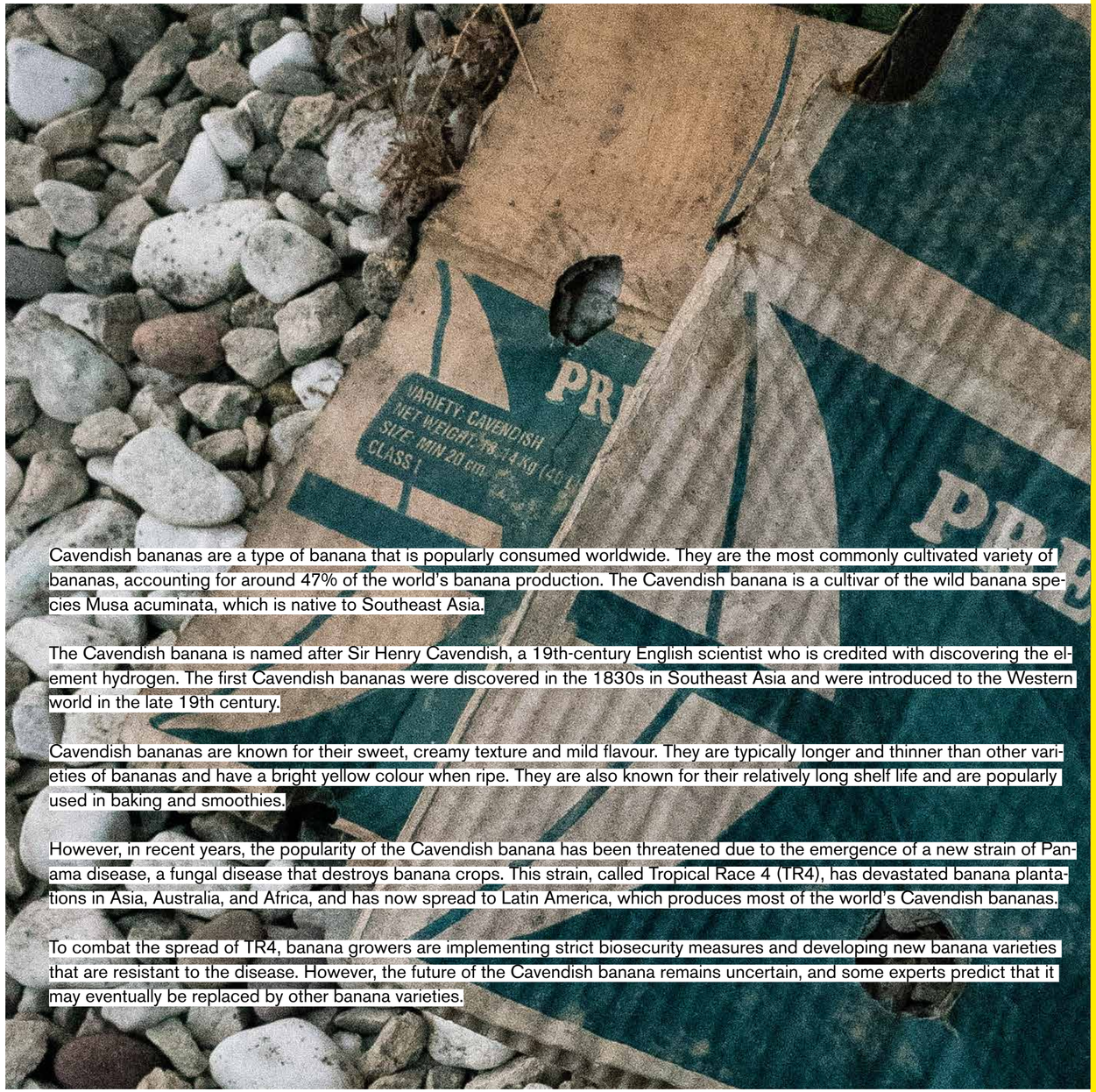
Lee

London, United Kingdom

18.4.21

Lewisham, Help Required, 12.4.21





Cavendish bananas are a type of banana that is popularly consumed worldwide. They are the most commonly cultivated variety of bananas, accounting for around 47% of the world's banana production. The Cavendish banana is a cultivar of the wild banana species Musa acuminata, which is native to Southeast Asia.

The Cavendish banana is named after Sir Henry Cavendish, a 19th-century English scientist who is credited with discovering the element hydrogen. The first Cavendish bananas were discovered in the 1830s in Southeast Asia and were introduced to the Western world in the late 19th century.

Cavendish bananas are known for their sweet, creamy texture and mild flavour. They are typically longer and thinner than other varieties of bananas and have a bright yellow colour when ripe. They are also known for their relatively long shelf life and are popularly used in baking and smoothies.

However, in recent years, the popularity of the Cavendish banana has been threatened due to the emergence of a new strain of Panama disease, a fungal disease that destroys banana crops. This strain, called Tropical Race 4 (TR4), has devastated banana plantations in Asia, Australia, and Africa, and has now spread to Latin America, which produces most of the world's Cavendish bananas.

To combat the spread of TR4, banana growers are implementing strict biosecurity measures and developing new banana varieties that are resistant to the disease. However, the future of the Cavendish banana remains uncertain, and some experts predict that it may eventually be replaced by other banana varieties.



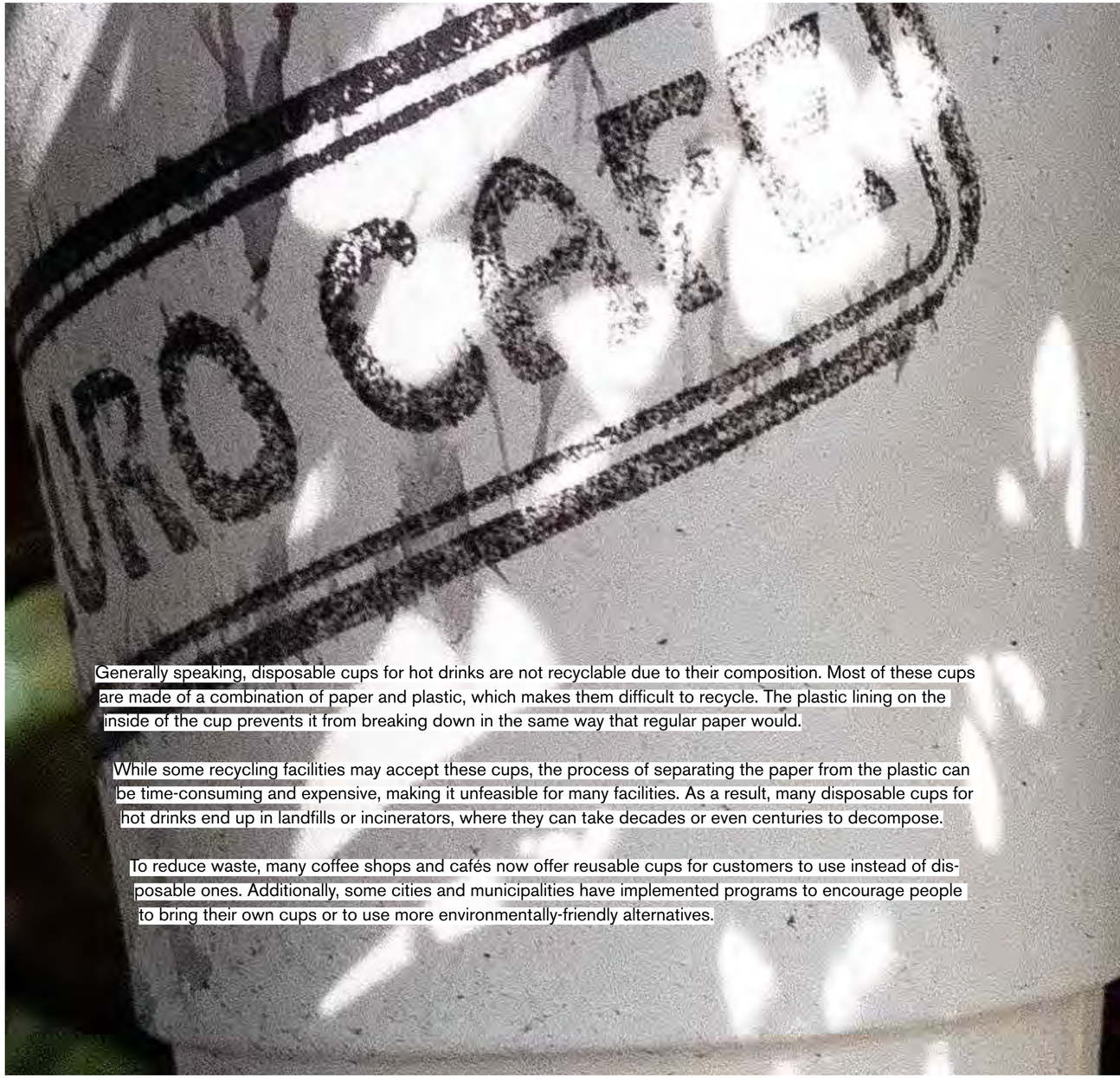
Euro Cafe



London, United Kingdom

10.5.21

Lee



Generally speaking, disposable cups for hot drinks are not recyclable due to their composition. Most of these cups are made of a combination of paper and plastic, which makes them difficult to recycle. The plastic lining on the inside of the cup prevents it from breaking down in the same way that regular paper would.

While some recycling facilities may accept these cups, the process of separating the paper from the plastic can be time-consuming and expensive, making it unfeasible for many facilities. As a result, many disposable cups for hot drinks end up in landfills or incinerators, where they can take decades or even centuries to decompose.

To reduce waste, many coffee shops and cafés now offer reusable cups for customers to use instead of disposable ones. Additionally, some cities and municipalities have implemented programs to encourage people to bring their own cups or to use more environmentally-friendly alternatives.

C*c* **la

London, United Kingdom

18.4.21

Lee

Budweiser

London, United Kingdom

5.7.21

Lewisham

London, United Kingdom 25.6.21



Vanilla

Lee

FOLD OUTWARDS

London, United Kingdom 26.7.21



Squirt

Lee

London, United Kingdom 13.6.21



Stella

Greenwich park

London, United Kingdom 26.6.21



Meal Deal

Lewisham





previous/this
London, Greenwich, 13.6.21



FOLD INWARDS

FOLD INWARDS

Burger



Porto, Portugal

7.9.21

Lata de Baio

Porto, Portugal, 7.9.21



Vessels



Porto, Portugal

7.9.21

Lata de Baio



Vessels

These withe plastic 5l bottles are omnipresent in the trash in Portugal. These can be both branded - a staple, very cheap, brand of wine or just simple 5l vessels for re-bottling. Either ways everybody knows what these bottles are and they are associated with cheap, table wine and, goes without saying, can be found less looked after areas of town.

London, United Kingdom 7.9.21



Minipreço

Leça do Balio

Porto, Portugal 7.11.21



Chicken

Leça do Balio

A RECOLHA APENAS NO
PELA PONTO AMBIENTE
PLÁS
MET
RECOLHA EXCLUSIVA



Super Bock

Branded case of beer, used a step to walk over a wall in Leça do Balio, Porto, Portugal. A classy intervention that blends seamlessly in the surrounding environment, complementing beautifully the greyness of the cement around.

Super Bock



Leça do Balio

London, United Kingdom

7.9.21



This/Next:
London, Shepherd's Bush Market,
12.11.21



ed soo bee



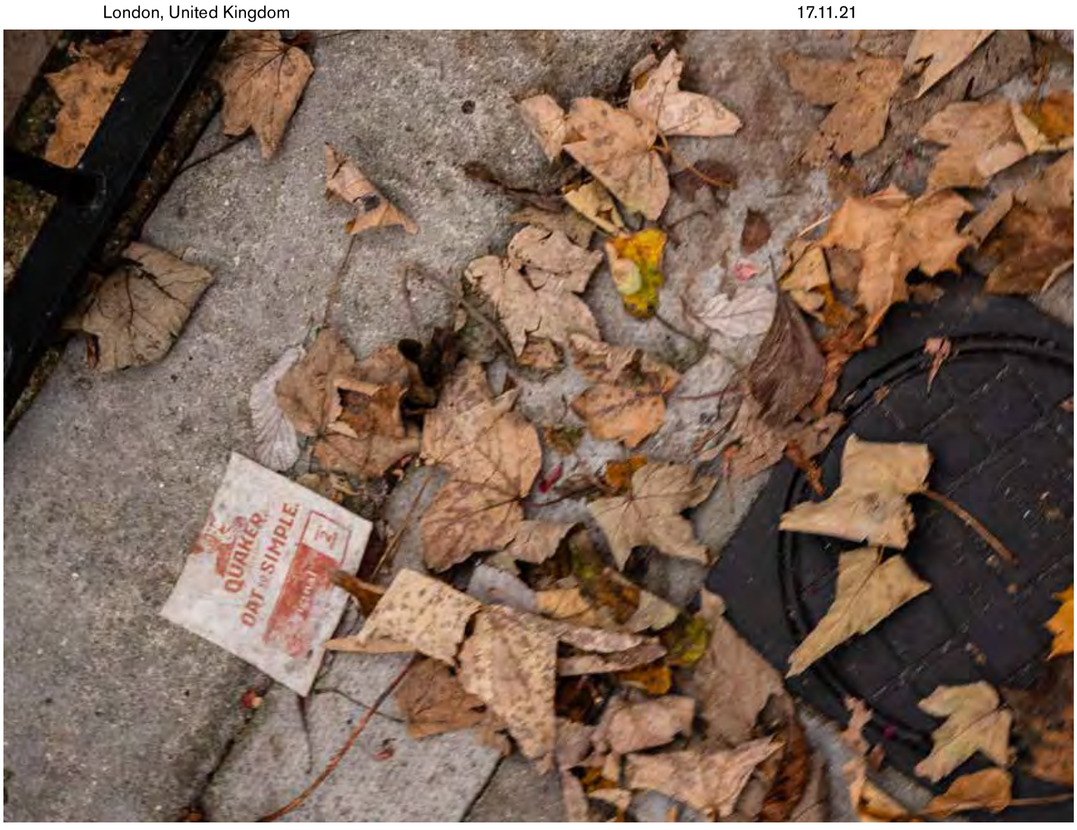
Shepherd's Bus Market

London, United Kingdom

12.11.21


& SO


London, United Kingdom
17.11.21
Bow
****ein


London, United Kingdom
17.11.21
QUAKER
SIMPLE
Bow
So simple


Rollover
London, United Kingdom
17.11.21
Rollover
ORIGINAL DOG
SMOKED
DISPLAY UNTIL
18 45







Previous
LX/RX: Porto, Custoias, 17.2.22



Logan



Campanha

Porto, Portugal

12.2.22





Masha



Senhora da Hora

Porto, Portugal

26.2.22



"Masha and the Bear" is a Russian animated television series that was first aired in 2009. The series follows the adventures of a little girl named Masha and a bear who lives in a forest house. Masha is a mischievous and energetic child who is always getting into trouble, and the bear is a kind and patient character who tries to keep her out of harm's way. The show has been praised for its humour, charming characters, and positive themes, and it has become very popular with children and families around the world. In addition to the television series, the "Masha and the Bear" franchise includes merchandise, games, books, and other media. The show has been dubbed in many languages and has been broadcast in over 120 countries, making it one of the most widely distributed Russian animated series of all time. The franchise has also received several awards and accolades for its animation and storytelling. Overall, "Masha and the Bear" is a beloved and timeless children's show that continues to entertain and inspire audiences of all ages.

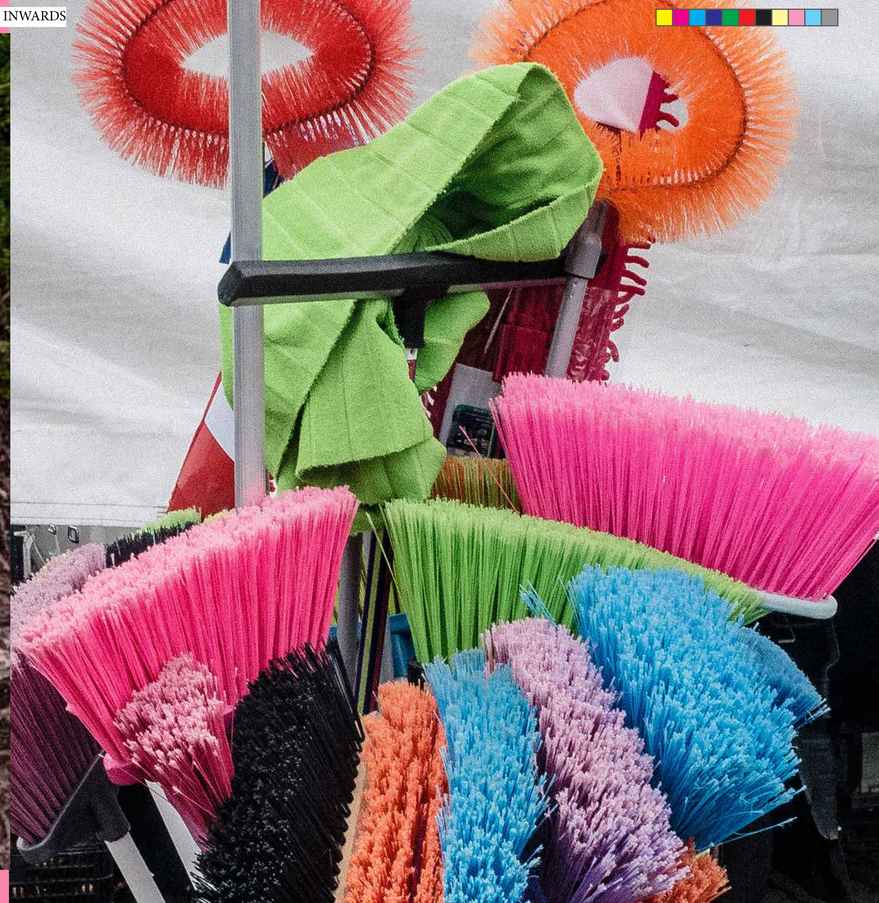
A recognizable character can have a significant impact on consumers' behaviours.

Increased brand awareness: When a brand or character is well-known and recognizable, it can increase awareness of the brand and make it easier for consumers to remember and recognize it in the future. This can lead to increased brand loyalty and repeat purchases.

Emotional connection: A recognizable brand or character can create an emotional connection with consumers. For example, people may feel a sense of nostalgia or childhood memories when they see a familiar brand or character, which can drive positive associations with the brand.

Trust and reliability: When a brand or character is widely recognized, it can create a sense of trust and reliability in the minds of consumers. People may be more likely to choose a recognizable brand or character over a lesser-known option because they perceive it as more trustworthy and reliable.

Influence on purchasing decisions: A recognizable brand or character can have a significant impact on consumers' purchasing decisions. People may be more likely to buy products that feature a familiar brand or character, particularly if they have positive associations with it.



FOLD OUTWARDS

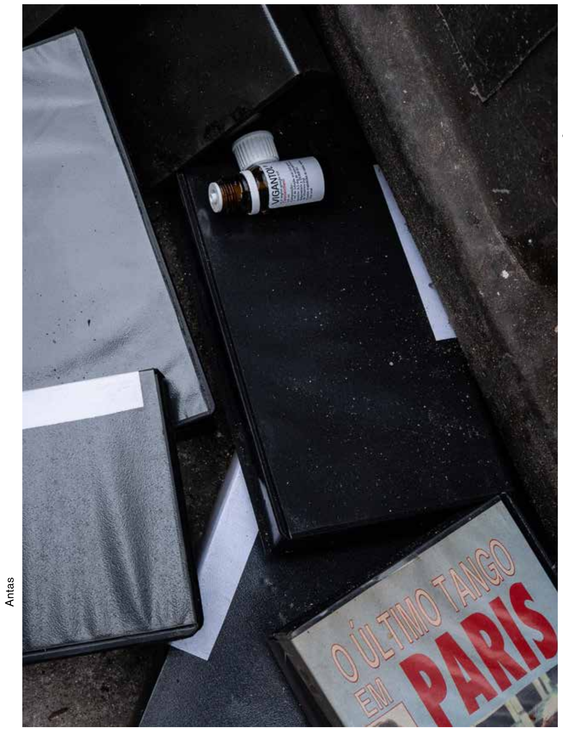


Vigantol

A very odd combo. A brand of Vitamin D and Last Tango in Paris, Portuguese edition.



Vigantol



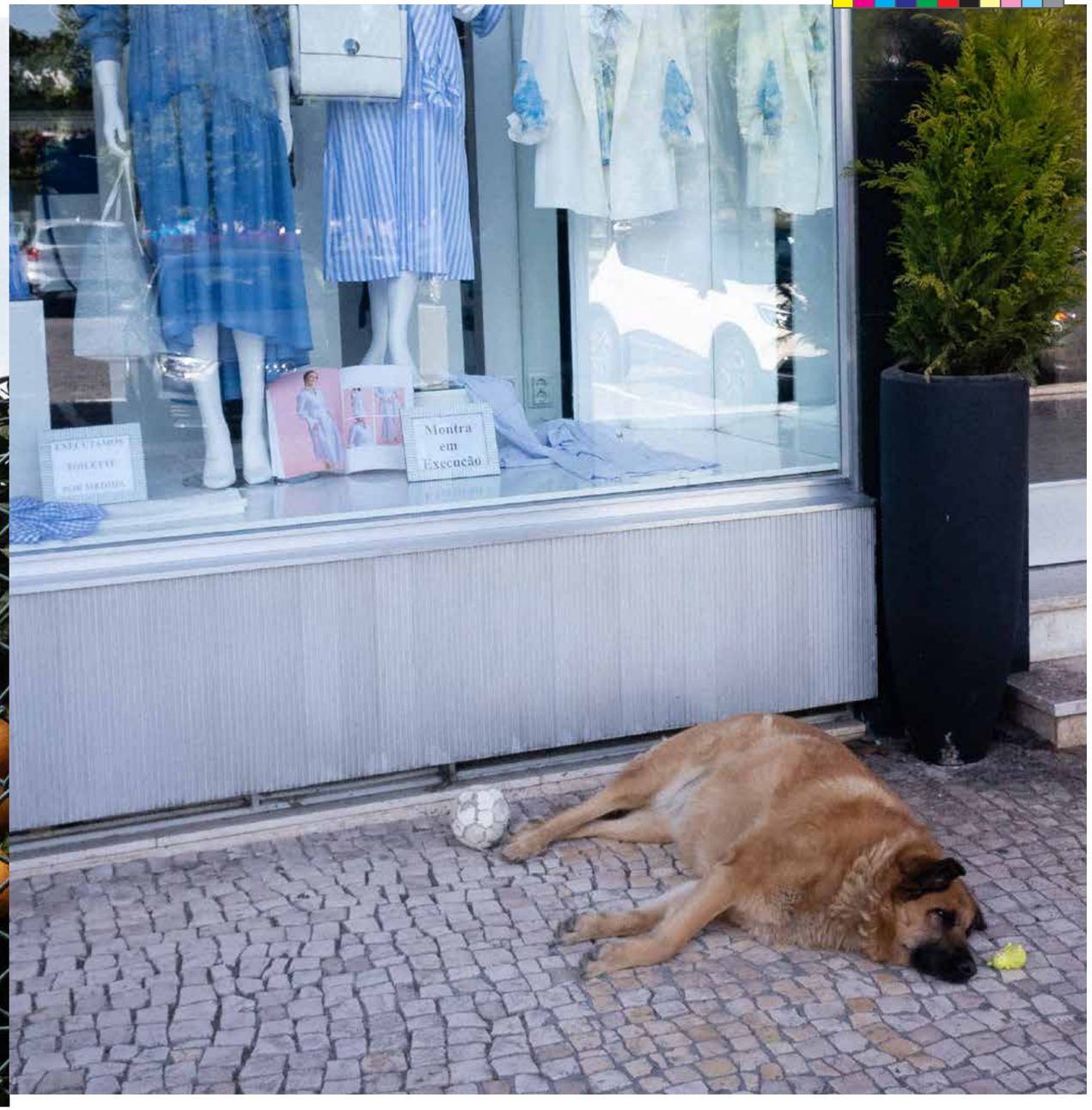
Antas

Porto, Portugal

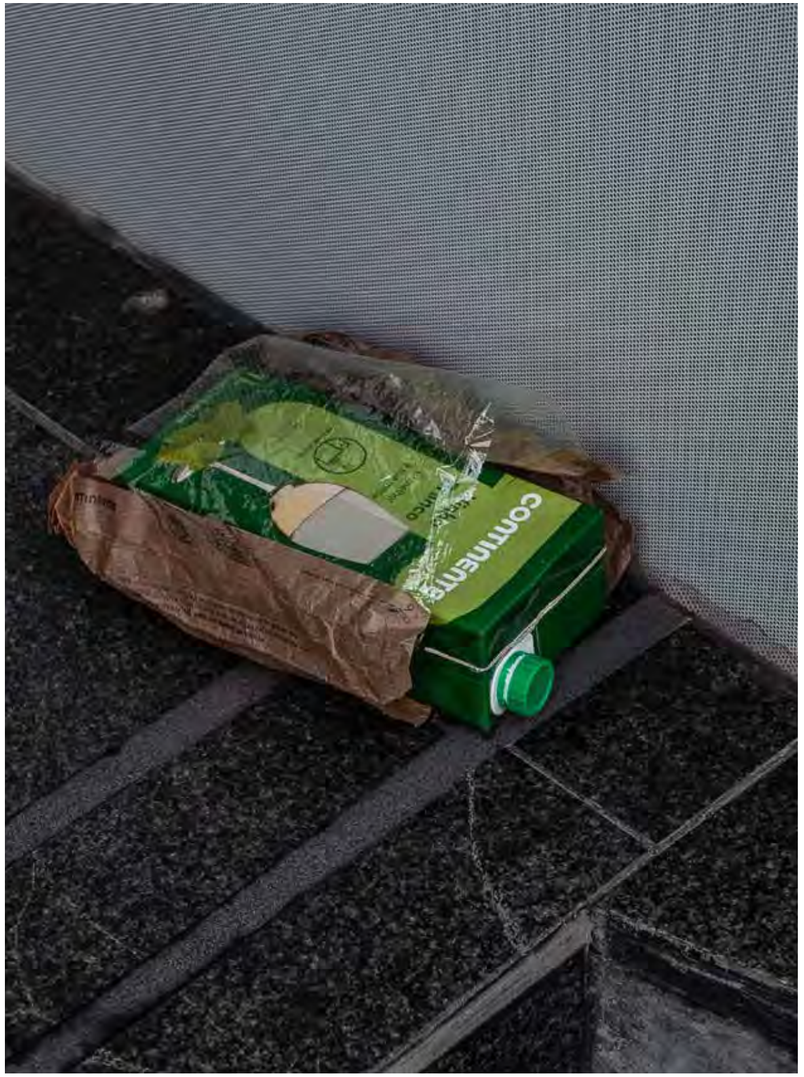
16.3.22



Previous,
LX/RX: Porto, Antas, 16.3.22



Vinho Branco



Campanha

Porto, Portugal

27.3.22



Vinho Branco

An abandoned carton of wine found in the popular neighborhood of Campanha in Porto. Despite the area being up-and-coming and experiencing the effects of gentrification similar to other areas of Porto, it still remains a relatively impoverished area where such discoveries are common. For context, Continent is a well-known chain of supermarkets and a staple in Portuguese culture."



Bertrand

Librarian Bertrand is a Portuguese book retailer operating 59 branches nationwide, including 2 in Madeira. Founded in 1732, its original store in the Chiado neighborhood of Lisbon was declared to be the oldest operating bookstore in the world by the Guinness Book of World Records in 2011.[1] Bertrand has been frequented by numerous famous authors, including Alexandre Herculano, Fernando Pessoa, Eça de Queirós, Antero de Quental, Ramalho Ortigão, and the fictional protagonists of Antonio Tabucchi's short masterpiece "The Backwards Game".

Bertrand



Bomfim

Porto, Portugal

10.4.22



Maria

Nearly every Portuguese person grew up eating Maria Cookies (Bolacha Maria)– thin, crisp, sweet biscuits that virtually melt in your mouth. While these tasty delights can be enjoyed on their own, they're also used in dessert recipes as a crumble, cake base, or cake layer. I believe these are from Pingo Doce

Porto, Portugal

17.4.22

Antas



Calippo

Calippo Inc. © was established in 1951 by John Calippo. The Calippo brand operated with losses in each of the first four years of production, however in its fifth year Calippo found success with its new branding and advertising campaign, focusing on the now-famous packaging shape, known as the 'Calippacket'. The business grew exponentially, with record profits in the cold beverages industry of $80,002 in 1956 (worth $1,000,000 in today's money). John Calippo pioneered the use of ice cream vans in the late fifties, which led to further success within the brand, propelling the company to the upper echelons of the industry. This saw Calippo retain a large share of the market up until the late 1990s, at which point the company was bought by Unilever in a multi-million dollar takeover. Dave Woods, of the Wall Street Journal, reported the estimated price of the purchase to be in the range of $50-75,000,000.



Gelatelli

This is a good example of "escaped trash" something that fell off out of a bin or that came out from a hole in a plastic bin bag whilst collected by the waste operators. I remember thinking how similar this design is to a more famous brand the makes the exact same product. For context, this is the discount replica of that product and brand. Out brain gets tricked by years and years of conditioning into associating a certain range of colour combinations, lettering and fonts with a certain brand. I obviously looked for it and tried it and it's not bad at all...

FOLD INWARDS

Calippo

Antas

Porto, Portugal

17.4.22

Gelatelli

Bomfim

Porto, Portugal

22.4.22



Bic

The BIC lighter was first mentioned in a 1972 Time magazine article reporting that BIC was currently in development of a lighter that could be lit up to 3,000 times before wearing out.[4] In 1975, television commercials told potential consumers to “flick your BIC”, a slogan that is still used today. The sexually charged slogan was an attempt to compete with the leading lighter manufacturer at the time, Gillette. Bic Lighter, found outside the main entrance of Farfetch - Custoias, Leça do Balio, Porto, PT - April 2022

Bic

Leça do Balio

Porto, Portugal

27.4.22

Portugues

Leça do Balio

Porto, Portugal

2.5.22



Portugues

The brand was founded in 1929 during the Dictatorial Portugal regime and was one of the most popular brands in Portugal during the 1980s and 1990s. However, after foreign brands were introduced and started to dominate the market, the brand gradually lost appeal to the Portuguese smoker. The original name of the brand was called "Português Suave" (literally "Smooth" or "Soft Portuguese"), but the name was changed in 2001 to respect the anti-tobacco laws that prohibit the sale of cigarettes with names like "smooth", "light" or "mild".[8] Português was one of the first unfiltered cigarettes in Portugal, and was one of the last to be discontinued in 2003, when the brand was sold with a filter only.[8] As of 2011, the variants "Português Vermelho (Red)" and "Português Azul (Blue)" have been discontinued.[6]

P**Y Fiesta

Porto, Portugal

9.5.22

Bolhao

Pizza

Porto, Portugal

1.6.22

Bomfim


puma

Puma

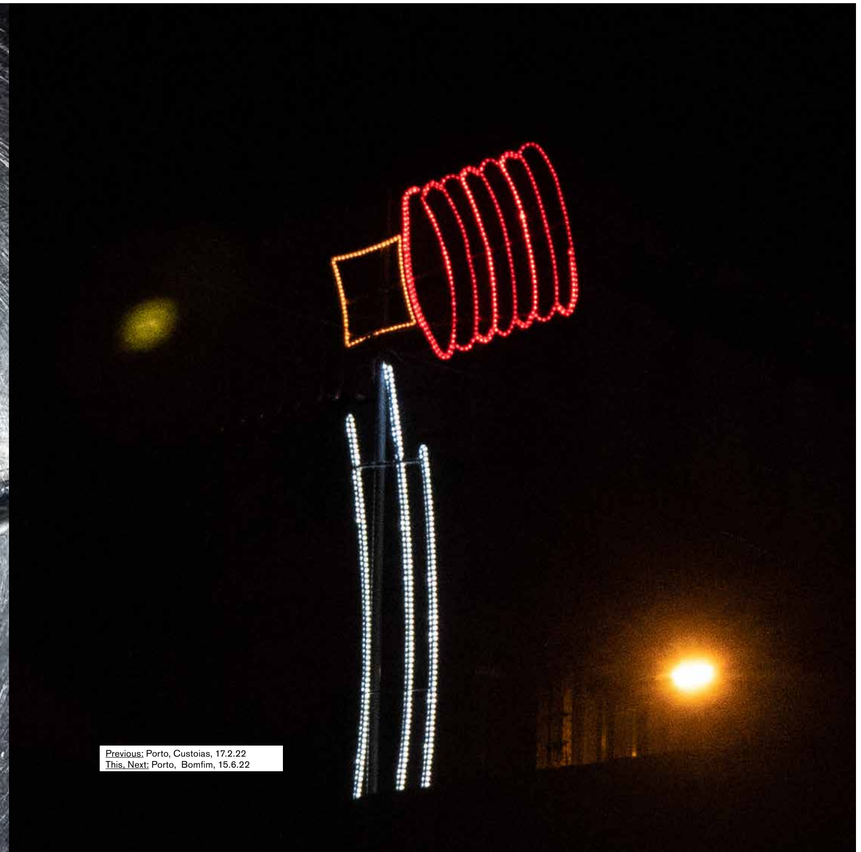


Bomfim

Porto, Portugal

5.6.22





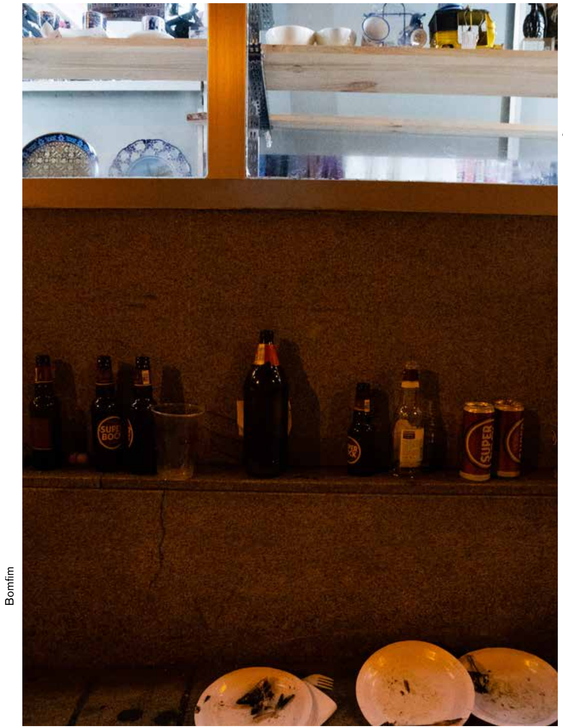
Previous: Porto, Custoias, 17.2.22
This, Next: Porto, Bomfim, 15.6.22

FOLD INWARDS





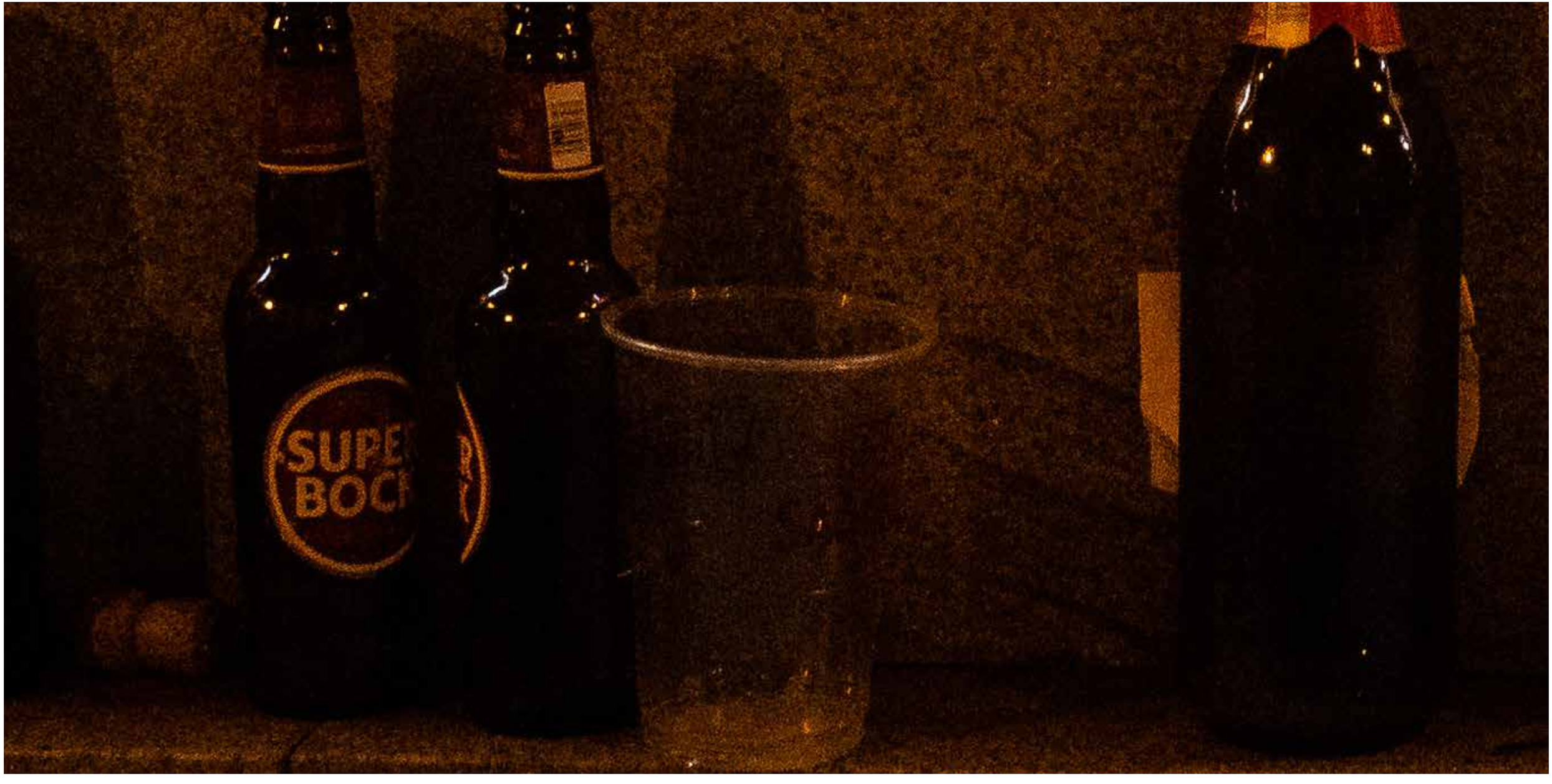
Super Bock

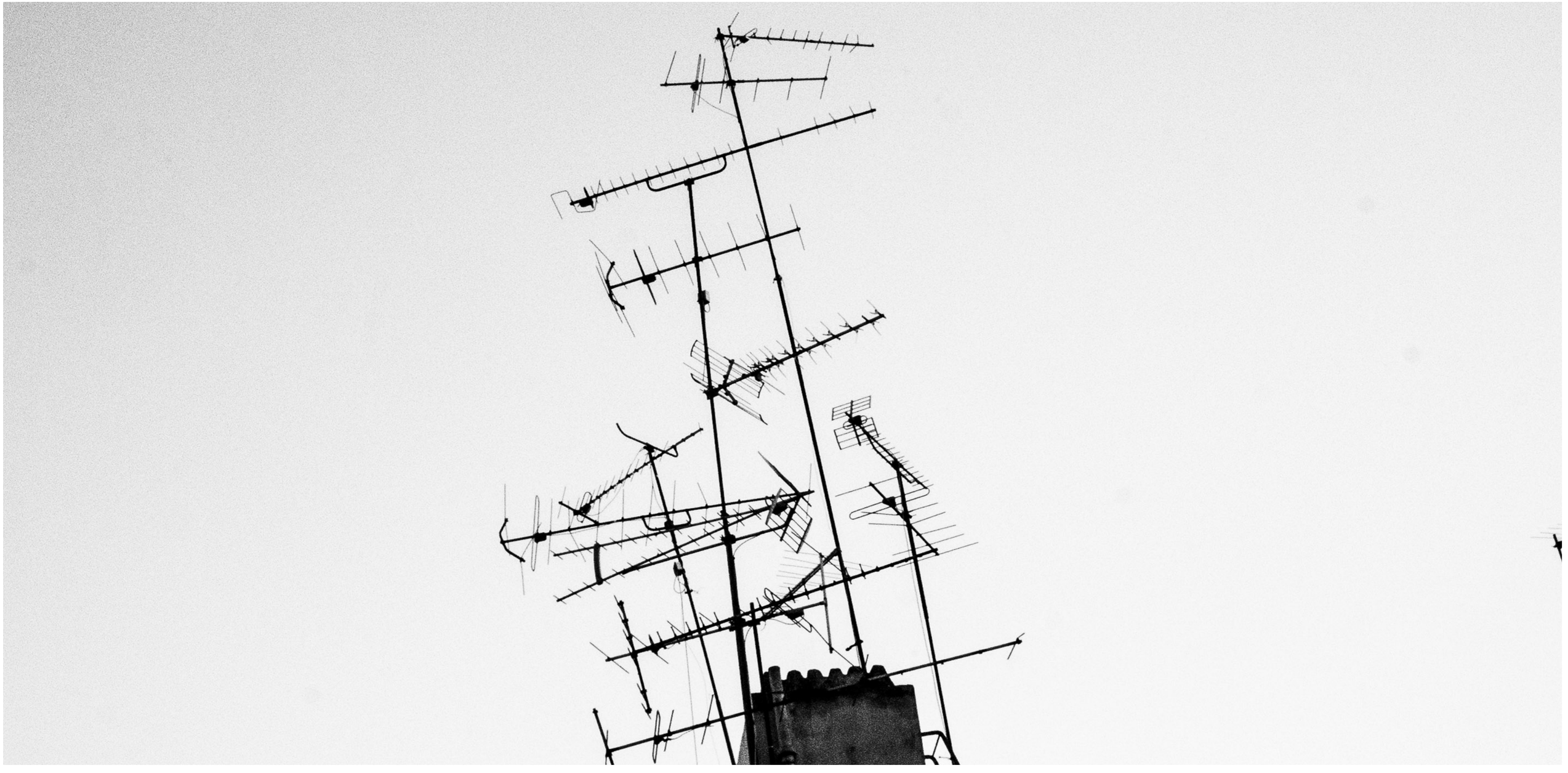


Porto, Portugal

20.6.22

Bomfim


SUPE
BOCK







Previous,LX,RX:
Lisbon, Portugal, 29.7.22





LX/RX
Lisbon, Portugal, 29.7.22

Ovos Frescos



Alfama

Lisbon, Portugal

29.7.22



Lisbon, Portugal, 29.7.22


FILT

Lisbon, Portugal 29.7.22



Mini

Alfama

Lisbon, Portugal 29.7.22



qlr

Alfama


24
GARRAFAS
20 cl
mini


Heineken
ORIGINAL

Heineken



Alfama

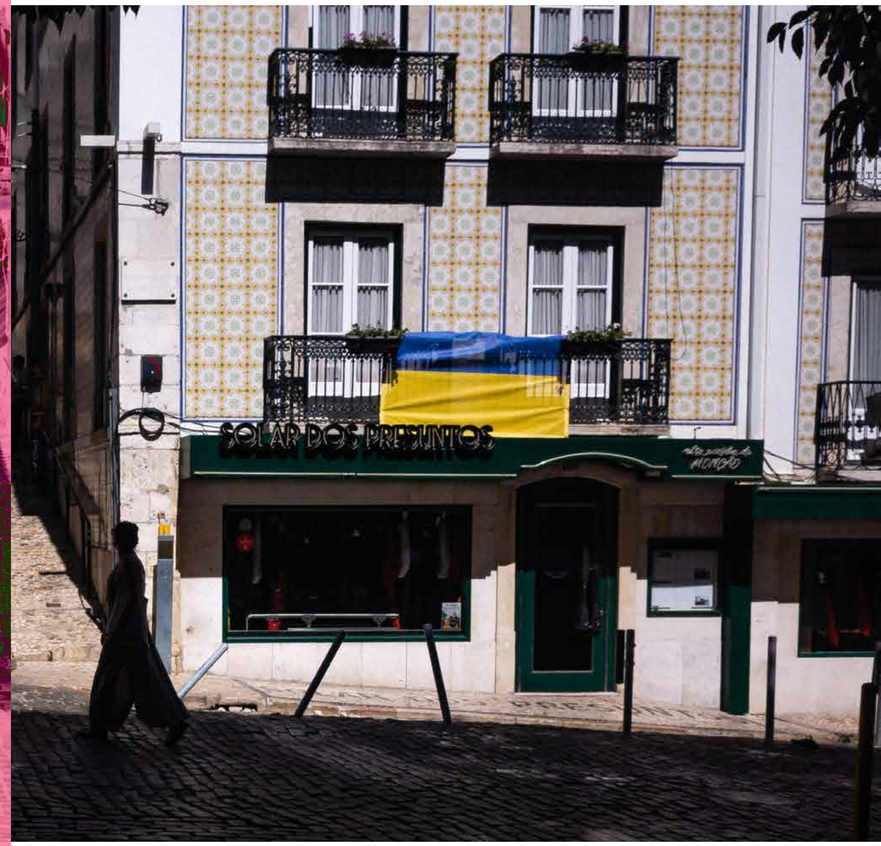
Lisbon, Portugal

31.7.22



LX/RX
Lisbon, Portugal, 29.7.22

FOLD OUTWARDS



Fertility



Rotherhithe

London, United Kingdom

2.10.22





London, United Kingdom 29.10.22



Old Street



Old Street



Old Street

London, United Kingdom

29.10.22





London, United Kingdom 29.10.22

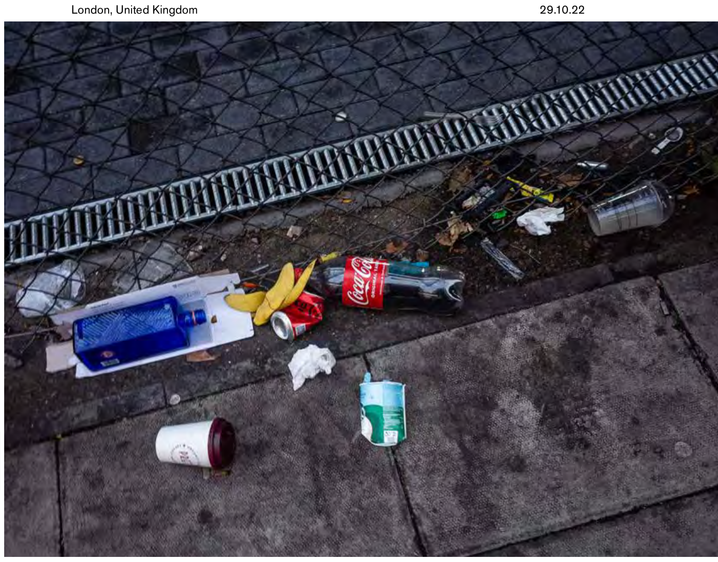


Trip

Old Street



London, United Kingdom 29.10.22



Wild bunch

Old Street

FOLD OUTWARDS



London, United Kingdom 29.10.22



Subway

Old Street



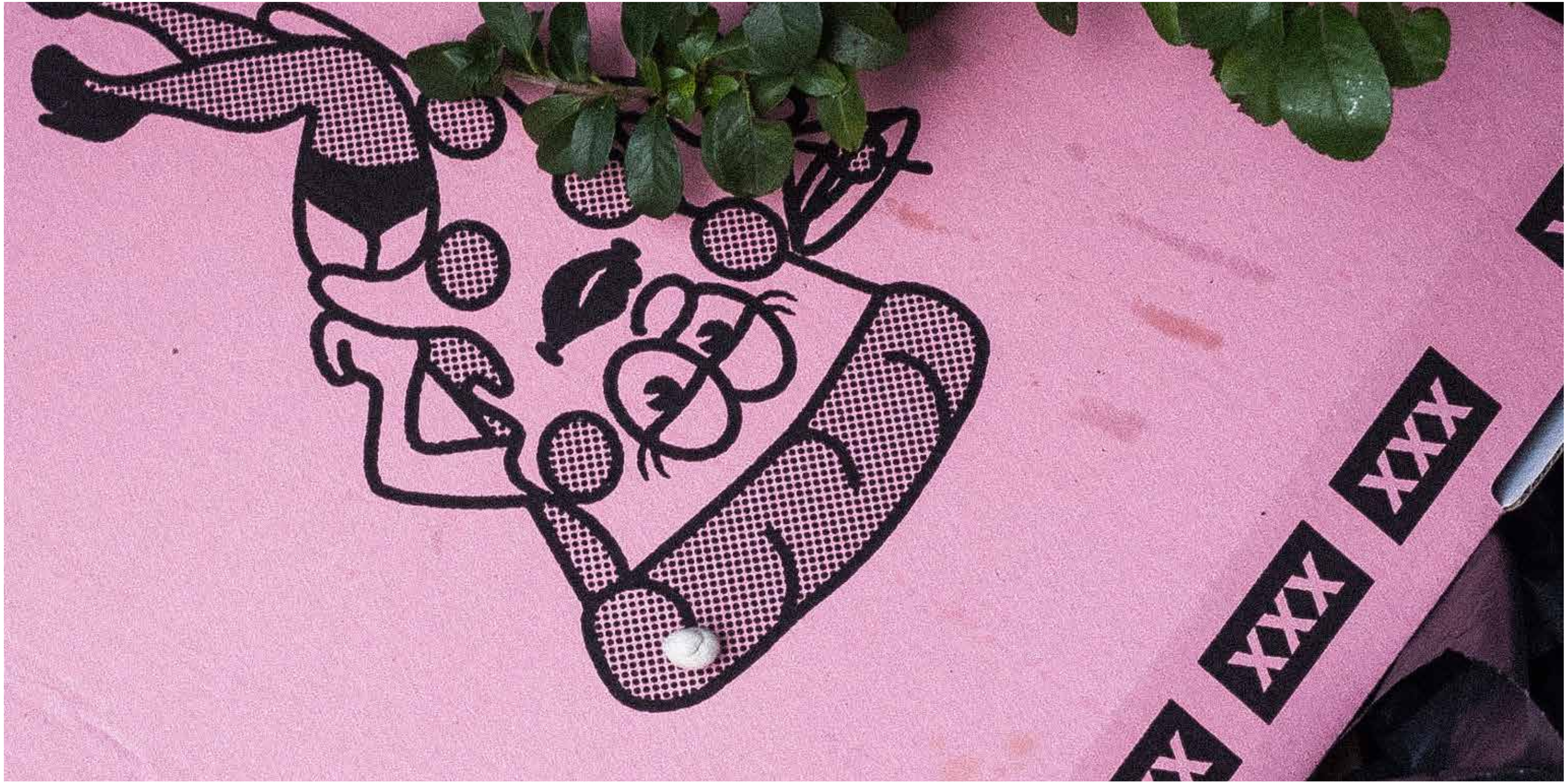
LX,RX: London, Old Street, 29.10.22

MacWrap

Brick Lane

London, United Kingdom

29.10.22





London, United Kingdom 29.10.22



Sleazy

Brick Lane

When you read this smile

Beneath the overcast London sky
An abandoned mattress lies
Its coils and springs once held
Dreams of comfort, now unfulfilled

But if you see this smile
You might not feel so bleak
A reminder that amidst the trash
There's still something to seek

In a city that often forgets
The humanity of its streets
A smile can be a simple act
Of kindness, hope, and peace

So when you read this smile
Take a moment to pause and see
The beauty in the brokenness
Of this abandoned debris.

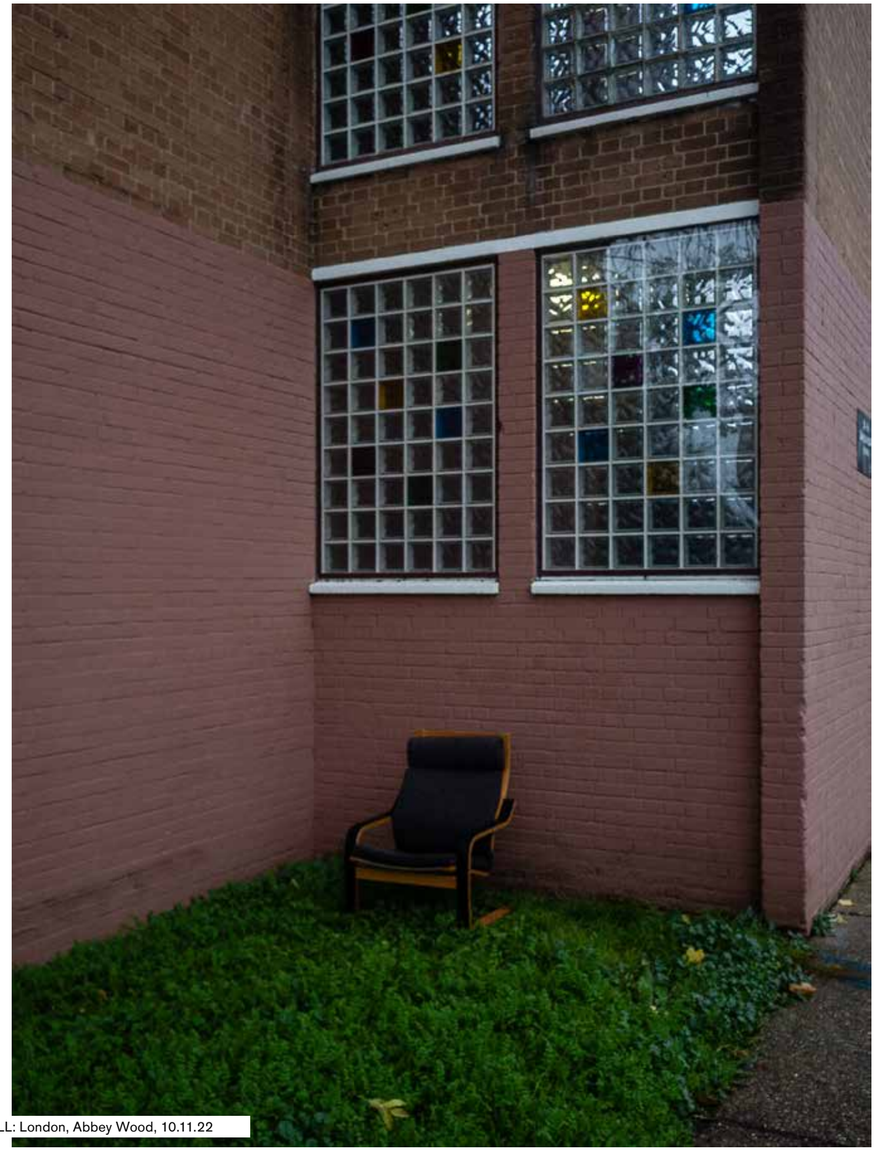
Please title and write a poem "When you see this smile" inspired by a black and white picture of af an abandoned mattress near old street in London.

Chat GPT prompt, 2023



LX.RX
London, Old Street, 30.11..22





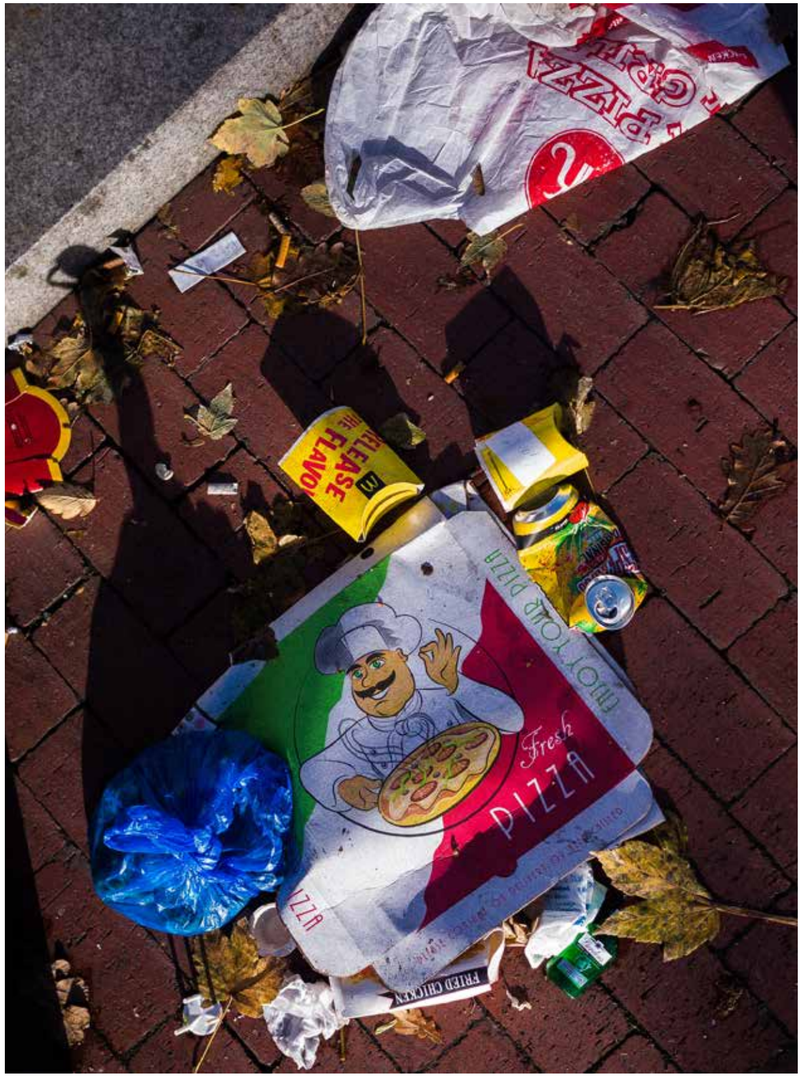
ALL: London, Abbey Wood, 10.11.22



Release the flavour

Local mix found at the end of bus line 53, after a gentle soul found my partner's phone on the bus - I also have pictured them - without knowing the phone was lost because they looked cool - thank Gopal

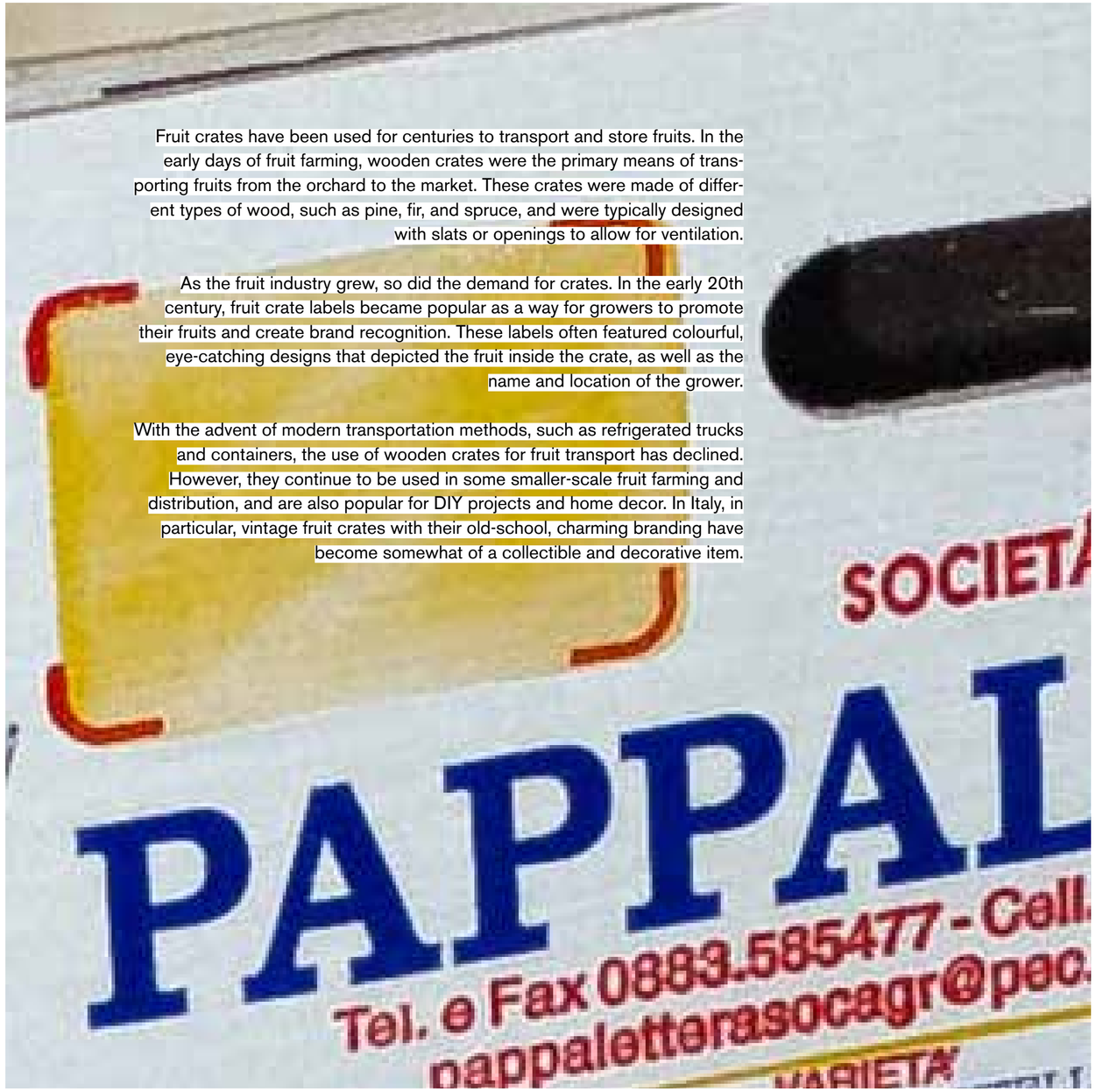
Release the flavour



Plumstead

London, United Kingdom

20.11.22



Fruit crates have been used for centuries to transport and store fruits. In the early days of fruit farming, wooden crates were the primary means of transporting fruits from the orchard to the market. These crates were made of different types of wood, such as pine, fir, and spruce, and were typically designed with slats or openings to allow for ventilation.

As the fruit industry grew, so did the demand for crates. In the early 20th century, fruit crate labels became popular as a way for growers to promote their fruits and create brand recognition. These labels often featured colourful, eye-catching designs that depicted the fruit inside the crate, as well as the name and location of the grower.

With the advent of modern transportation methods, such as refrigerated trucks and containers, the use of wooden crates for fruit transport has declined. However, they continue to be used in some smaller-scale fruit farming and distribution, and are also popular for DIY projects and home decor. In Italy, in particular, vintage fruit crates with their old-school, charming branding have become somewhat of a collectible and decorative item.

Pappalettera



San Rocco

Gorizia, Italy

8.9.22

Gorizia, Italy 24.12.22



Mobil

Montesanto

I love Lady Zucchero, she is a femme fatale. Eiichi Sawado - comment on Instagram, December 2022

Gorizia, Italy 24.12.22



Lady Zucchero

Montesanto


Mob
Mobil



LX/RX
Gorizia, Italy, 24.12.22







Cherry & Pret



London, United Kingdom

Bloomsbury

21.1.23

Fortitude

Bloomsbury

London, United Kingdom

21.1.23

Fortitude

The at Fortitude bakehouse - these mix of different materials - some of it recyclable and some not - had to travel for about 10 second from counter to bin where they reached their final destination. This is often the case both pre and post- pandemic. Beautifully branded boxes whose life lasted around a minute.

**kes every day

Bloomsbury

21.1.23

London, United Kingdom



London, United Kingdom 21.1.23



Golden Coin

Bloomsbury



Five Guys



London, United Kingdom

Bloomsbury

21.1.23


London, United Kingdom
8.2.23
Kinder
Bueno
Newington Green


London, United Kingdom
8.2.23
Cactus
Newington Green

Timeout

London, United Kingdom

Newington Green

8.2.23

Squeeze Play

London, United Kingdom

Newington Green

8.2.23



One interesting aspect about thermally printed receipts in the UK is their potential environmental impact. Traditional thermal paper used in receipt printing contains a chemical called bisphenol A (BPA), which is known to be harmful to human health and the environment. However, in recent years, there has been a growing concern regarding the use of BPA in thermal paper and its potential transfer onto hands or other surfaces.

To address this issue, the UK has taken steps to reduce the use of BPA in thermal paper. In December 2020, the UK government introduced a ban on the supply of thermal paper containing more than 0.02% BPA. This measure aimed to protect both consumers and workers who regularly handle receipts.

As a result, many businesses in the UK have started transitioning to BPA-free alternatives for thermal receipt printing. These alternatives use chemicals such as bisphenol S (BPS) or bisphenol F (BPF), which are considered safer alternatives to BPA. This shift toward safer thermal paper options reflects the growing awareness of environmental and health concerns associated with traditional thermal receipts.

It's worth noting that despite the efforts to reduce the use of BPA in thermal paper, it is still important to handle receipts with caution and wash hands thoroughly after contact, as some alternative chemicals used in thermal paper may also have potential health implications if absorbed in large quantities.

HM

Hanover Square

London, United Kingdom

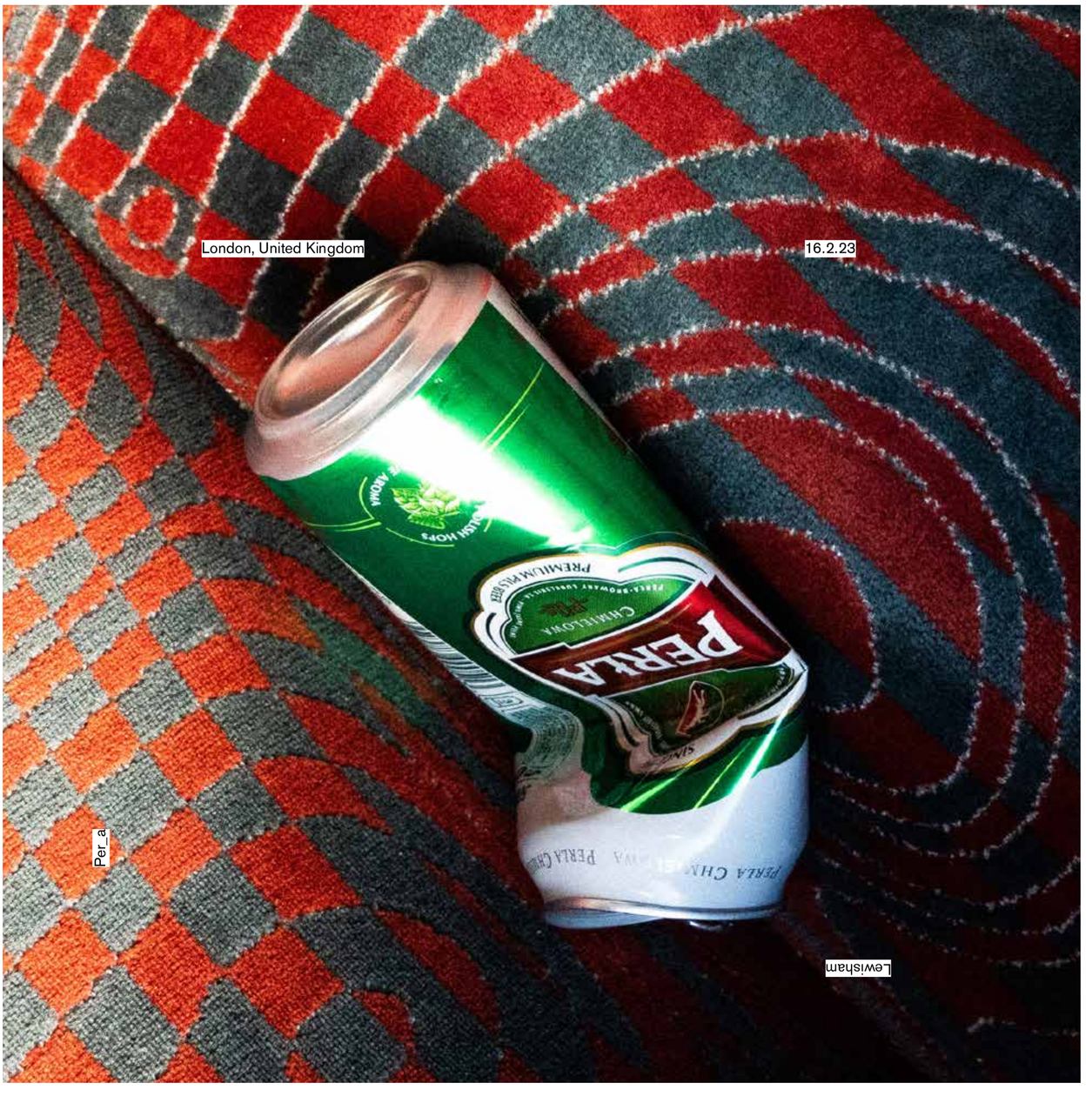
16.2.23

London, United Kingdom 16.2.23



*mc**nl*d

Soho





Revitalise



Oxford Street

London, United Kingdom

16.2.23

FOLD OUTWARDS



GOLDBRÄU



London, United Kingdom

Oxford Street

16.2.23



Smoke



Soho

London, United Kingdom

16.2.23

bus

Soho

16.2.23

London, United Kingdom

Crème

London, United Kingdom

16.2.23

Soho

BAGEL

London, United Kingdom

16.2.23

Soho

No Idea

London, United Kingdom

16.2.23

Soho

W

London, United Kingdom

16.2.23

Soho

London, United Kingdom 16.2.23



Mix

Soho

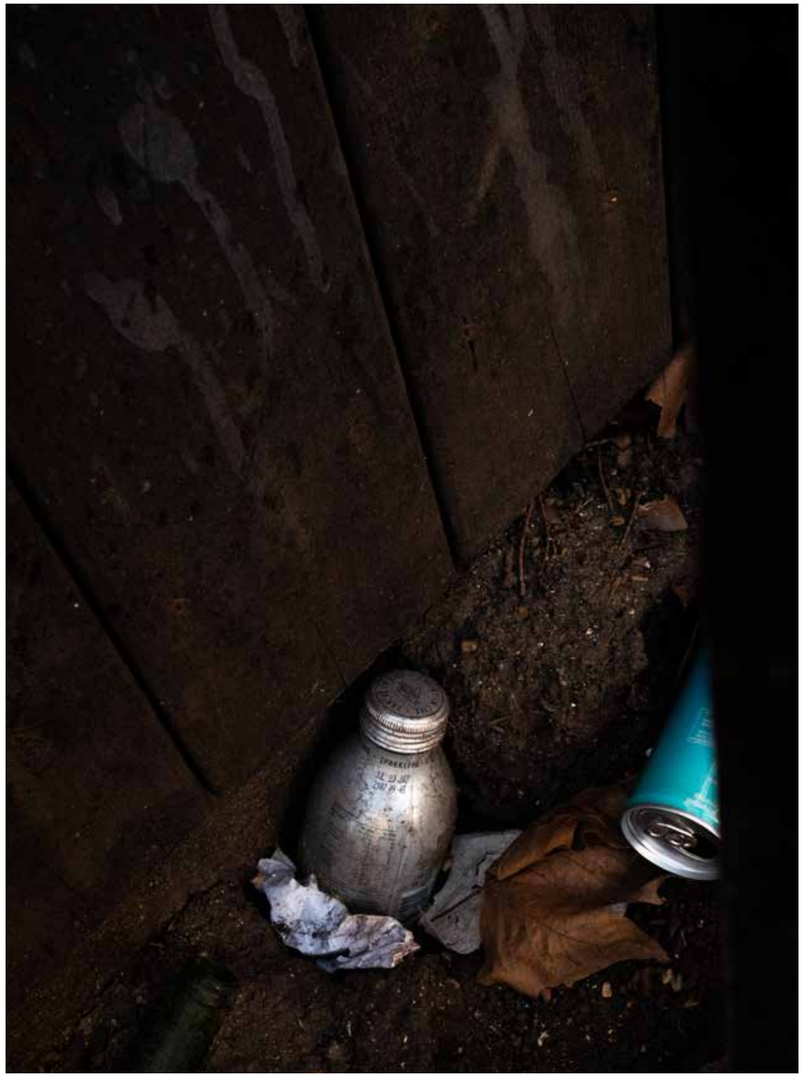
London, United Kingdom 16.2.23



Haribo

Soho

Purdey's



Soho

London, United Kingdom

16.2.23



Purdeys

Iconic bottle - all those living in the UK one the brand - clearly standing out on the shelves of an off licence. Here it makes an elegant appearance in Soho square, half covered and looking like a - to be found treasure - truly a star.

London, United Kingdom 16.2.23



Gas

Tottenham Court Road

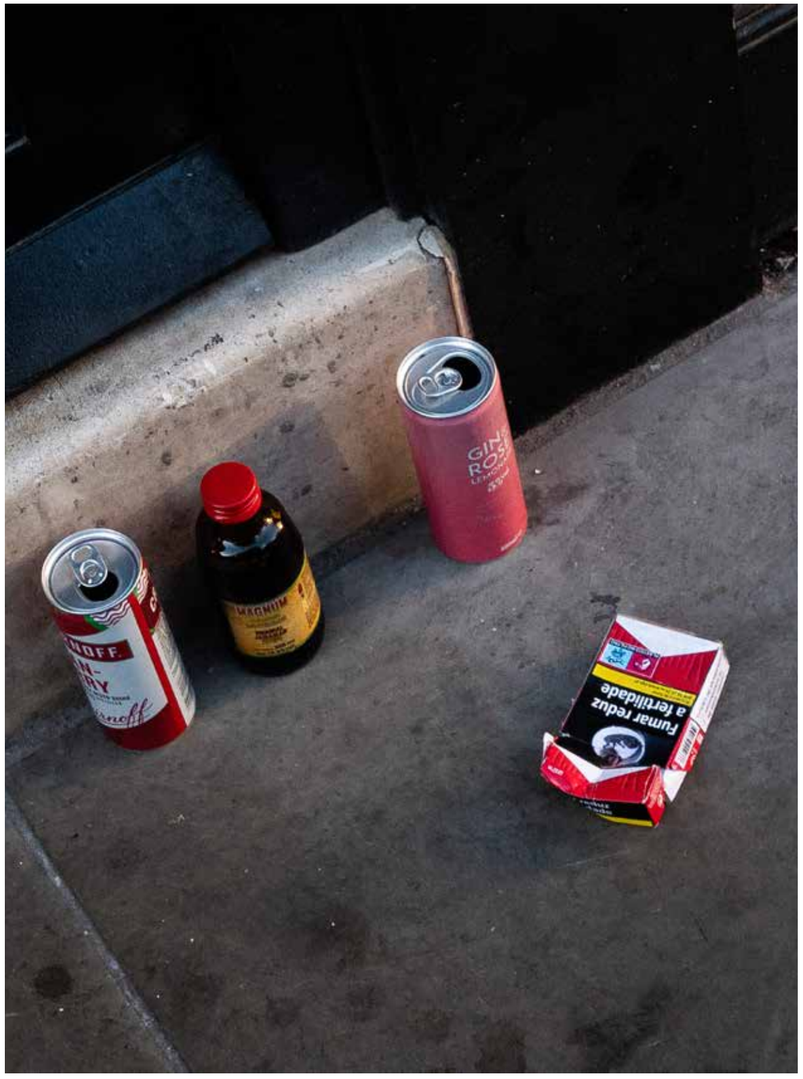




Fumar reduz a fertilidade

Friends on Sunday afternoon hanging out. Soho, London.
Tottenham Court Road.

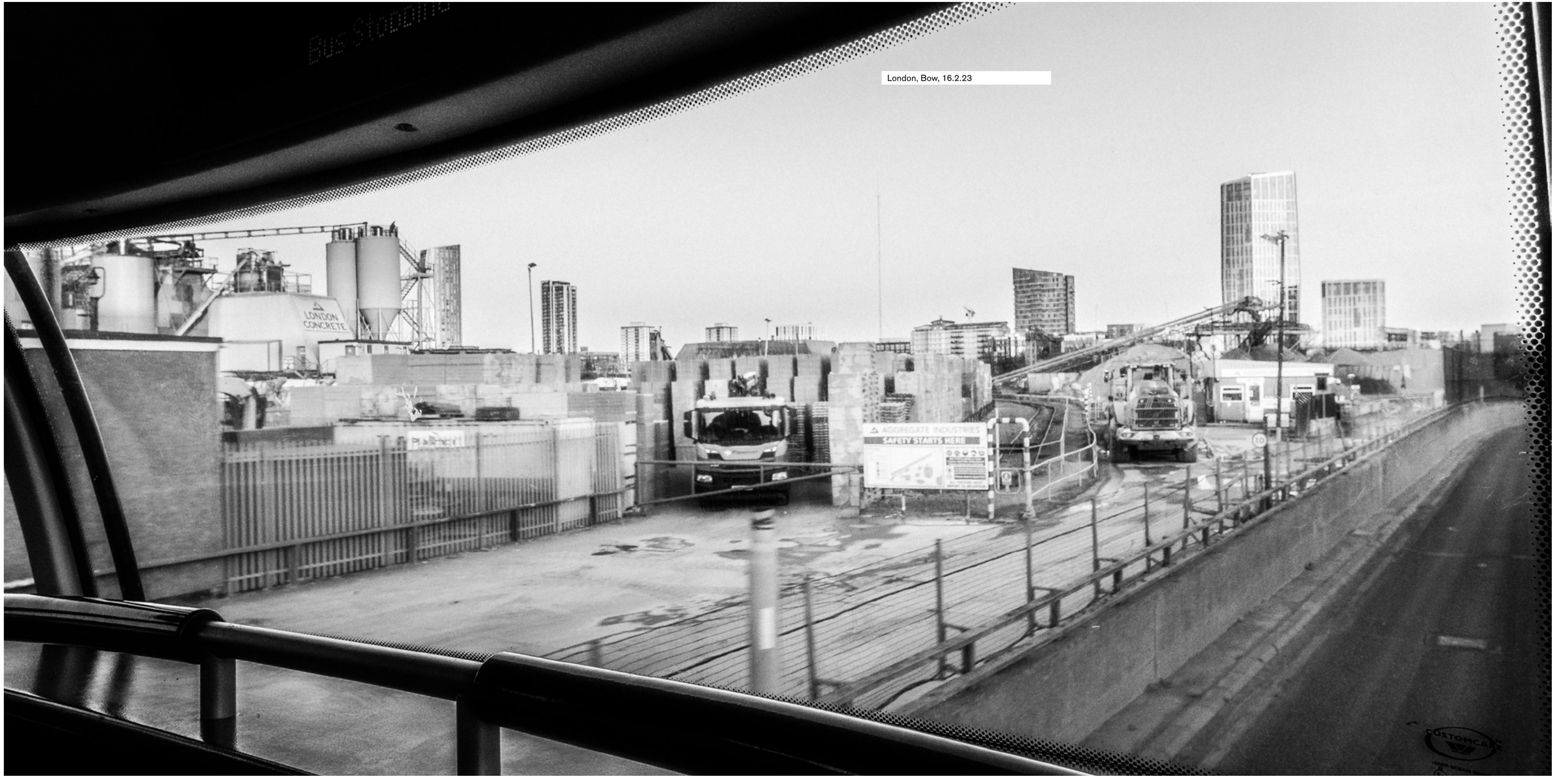
Fumar reduz a fertilidade

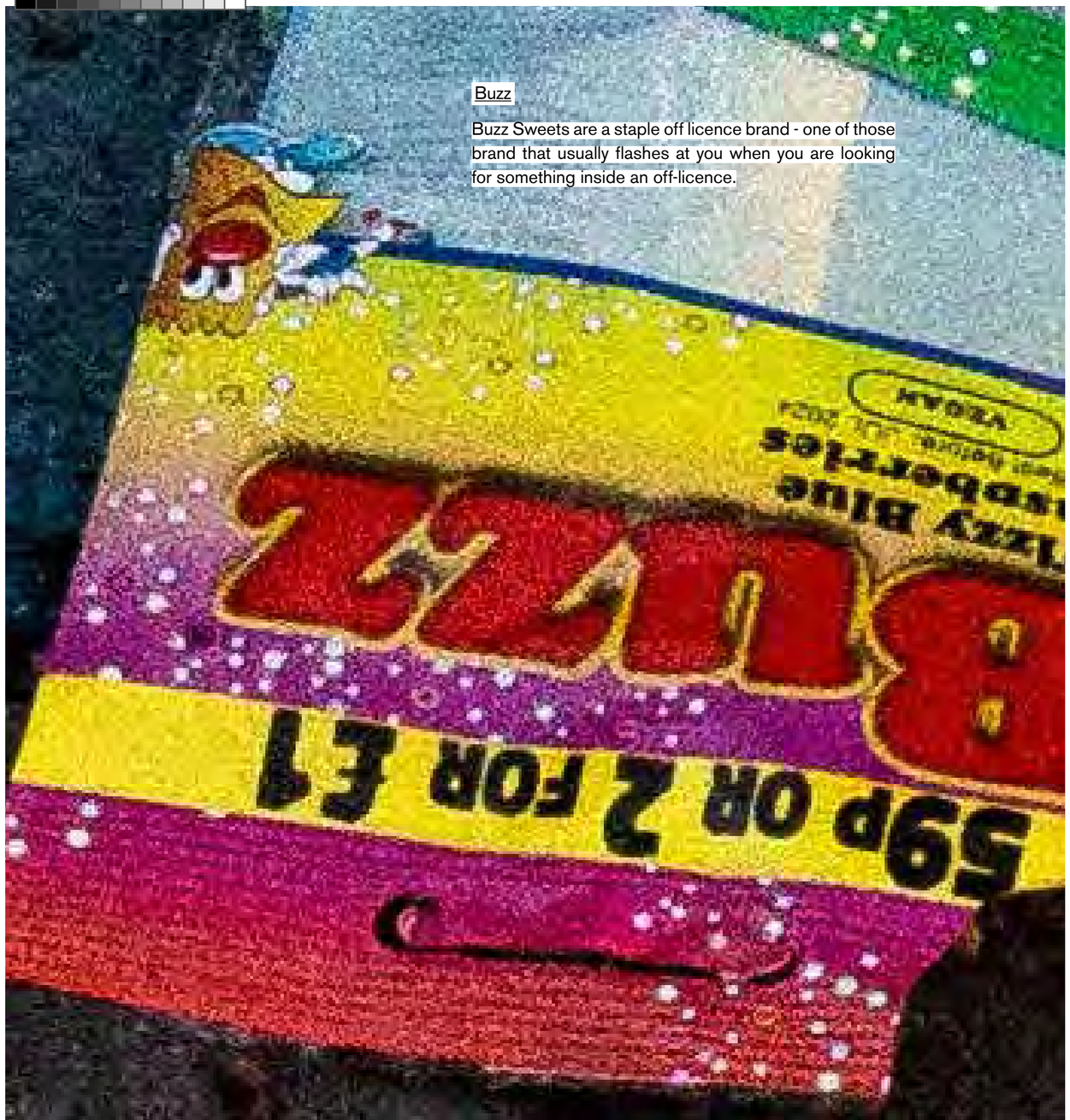


Tottenham Court Road

London, United Kingdom

16.2.23


London, Bow, 16.2.23
LONDON CONCRETE
AGGREGATE INDUSTRIES
SAFETY STARTS HERE



Buzz

Buzz Sweets are a staple off licence brand - one of those brand that usually flashes at you when you are looking for something inside an off-licence.

Buzz



Bow

London, United Kingdom

16.2.23

West Ham

London, United Kingdom

16.2.23

BOW

Greggs Fairtrade Orange

London, United Kingdom

16.2.23

BOW

Coca/Col



Bow

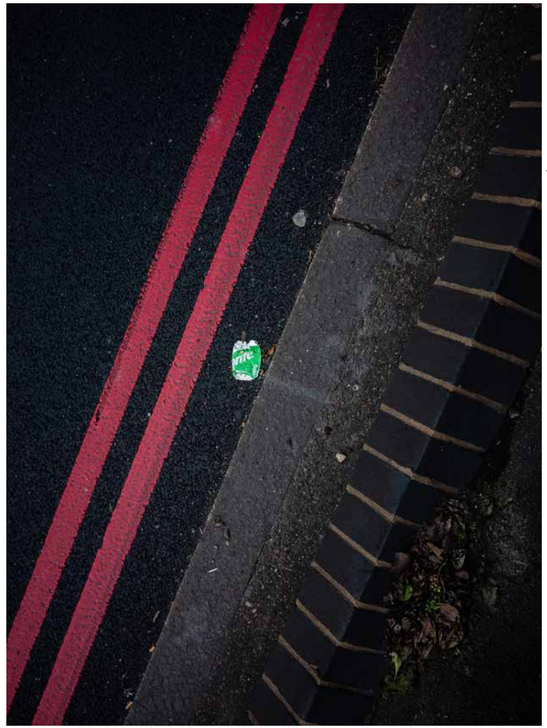
London, United Kingdom

16.2.23





*rite



Lewisham

London, United Kingdom

26.2.23

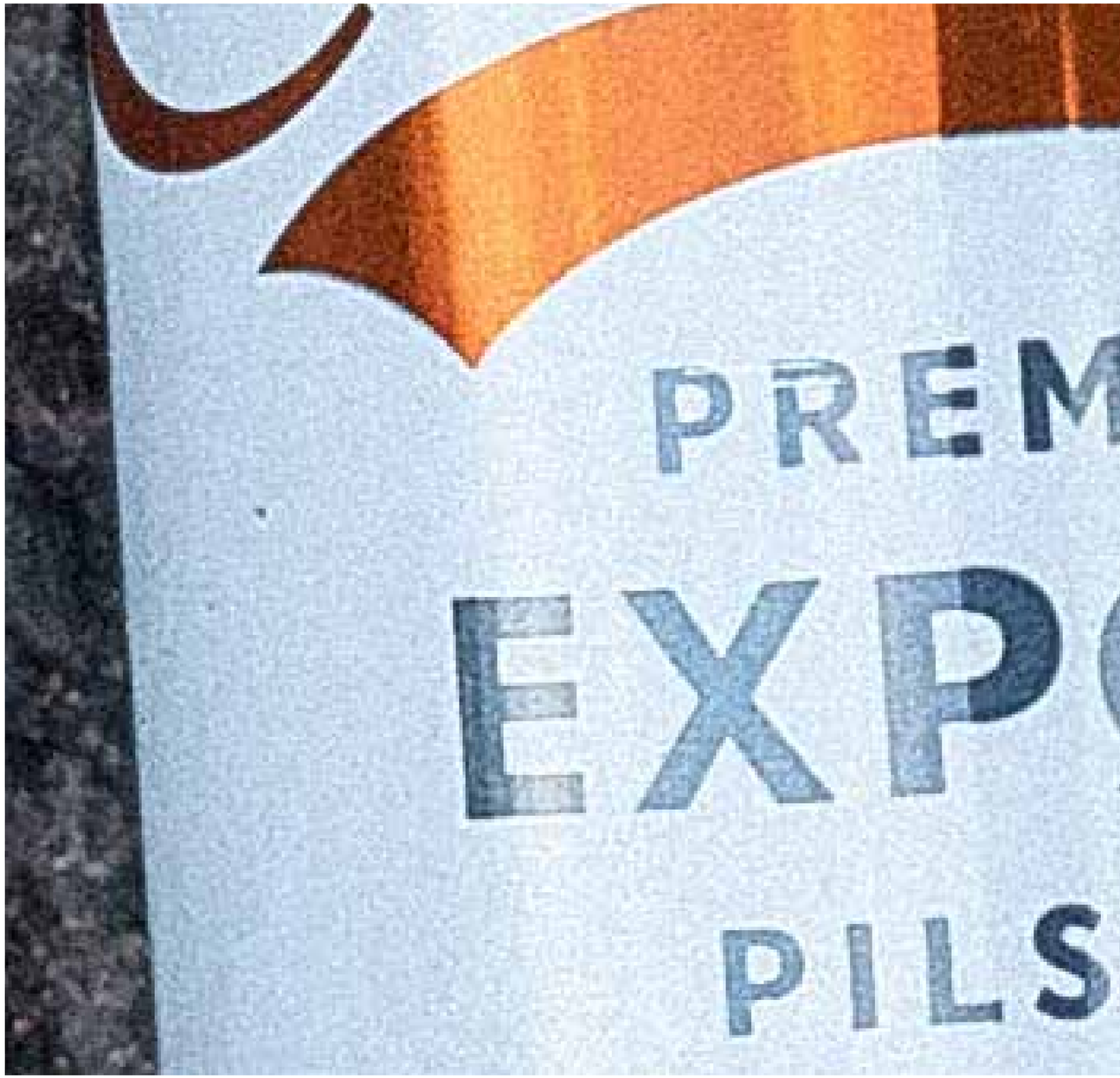
Premium Expørt



Lewisham

London, United Kingdom

26.2.23



London, United Kingdom 26.2.23



Camp*****

Lewisham





London, Blackheath, 26.2.23



London, United Kingdom 26.2.23



Pepe's Piri Piri

Blackheath

London, United Kingdom 26.2.23



Stripes

Lewisham



Juicy

Blackheath

London, United Kingdom

5.3.23

Pasante Regular

Blackheath

London, United Kingdom

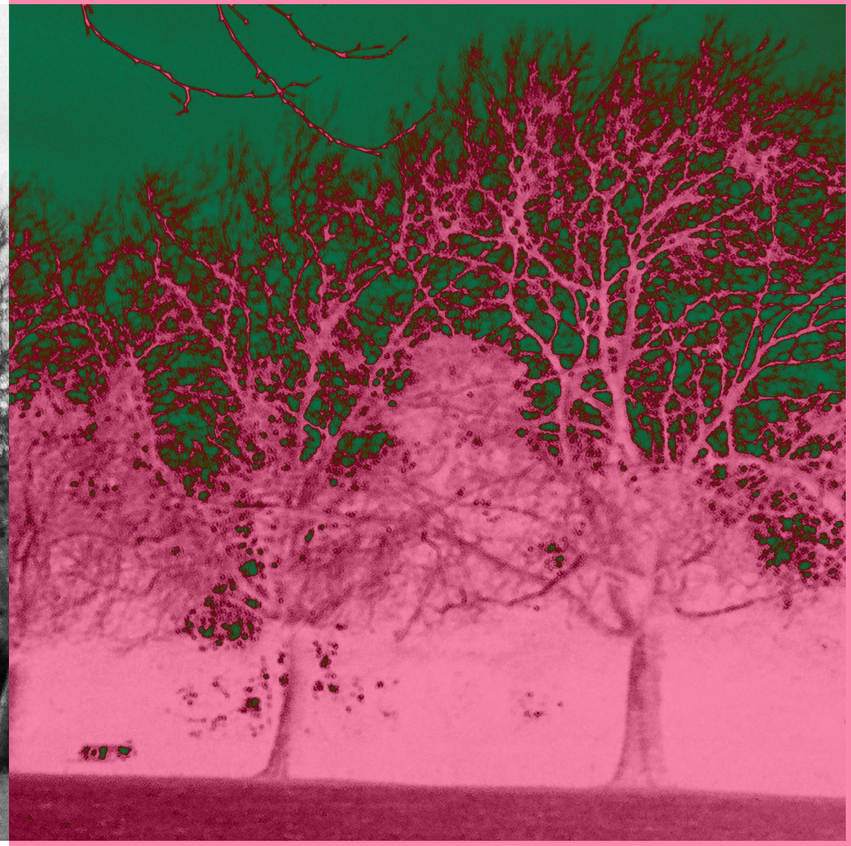
5.3.23


Juicy Couture

FOLD OUTWARDS



Spread: London, United Kingdom, 5.3.23



FOLD INWARDS

FOLD INWARDS



FOLD OUTWARDS



In the never ending quest for images, as most photographers often do, I go on long walks with my camera. During the pandemic, this habit has become even more important to me, and I often find myself returning to the same locations, particularly when I'm exploring the local area on an improvised basis. One of my favourite spots to visit is The Point, a panoramic viewpoint situated at the end of Blackheath. It's located on the edge of a hill and offers stunning views over Greenwich and Deptford. For many people, this is a place of significance and convergence. On one side of the hill, there's a block of council flats that might appear unremarkable from the outside. However, I've had the pleasure of speaking to some of the inhabitants and can only imagine how much the panoramic view adds value to their daily lives. The contrast between the modest council flats and the vastness of the panoramic view is truly remarkable. St. Paul's, the City, and Tower Bridge are all visible in the distance, creating an awe-inspiring sight. It's a powerful reminder of just how small and insignificant one can feel in the face of such grandeur, particularly when viewing it from the outside. As someone who has struggled with mental health over the past few years, I've found London to be a challenging place at times. It can feel like it never stops, never listens, and has no compassion. It's constantly tearing itself down and rebuilding in a never-ending cycle, like an autoimmune disease or psoriasis of civilization. In London, it's common to dedicate benches or other street furniture to people who lived locally, as a way of remembering them and their impact on the community. This bench is a tribute to Joseph "Stanley Beanz" Roberts, and I wanted to share it with you all as a reminder of the people and places that shape our daily lives.

Joseph Roberts "Stanley beanz"
IT'S JUST THE WAY IT GOES
1989-2021

London, United Kingdom 5.3.23



Lewisham

London, United Kingdom 5.3.23



Lewisham

Jack Daniels

London, United Kingdom 1.5.23



Strepsil

Lewisham

London, United Kingdom 1.5.23



Tropical

Lewisham




JACK DANIEL'S