

NOT YOUR AVERAGE SUPERMARKET



Versace eggs? Chanel baby formula? Louis V. salami? Tiffany & Co yogurt? In his latest exhibit Peddy M. explores “the challenges a designer faces when tasked with promoting economic interests while remaining true to his or her own moral compass.”

In juxtaposing high-end brands with common consumptions he makes us rethink everyday objects, simultaneously evaluating the value of perception and the perception of value.