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THE



SHRINK

Americans waste a crazy amount of things in their lifetime, including food, clothes, energy, and most importantly money. What if there was a way you could reduce your waste amount? Well think no further cause now there is, why not shrink it! Shrinking is easy and simple, take that waste your wasting and make it smaller. Doing this helps save the earth one shrink at a time.

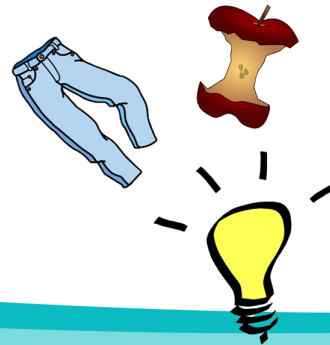


WHY Shrink?

Shrink because you enjoy the world and don't want to see the generations to come suffer from our mistakes. It doesn't take a lot of time or effort (both things americans hate), all it takes is for you to be considerate about what you use and how much you use of it.

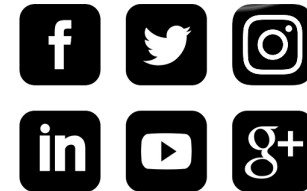
What to Shrink?

- CLOTHES
- CARS
- FOOD
- ENERGY



Behind the Design

Ever had a creative block that limited you from getting things accomplished? Yeah, that happens to all of us but instead of trying to think through it, we thought around it, we found ourselves thinking "too hard" so we decided to make our ideas smaller and "shrink it." Sometimes you got to think smaller and not harder!



@zee.tee
#SmallernoHarder