



A limited edition book to
mark the first anniversary of
Goodstuff's independence.

M&CSAATCHI

the age of independence

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We were asked to
design a page about
independence.

But the beauty of being
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don't always have to do
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Throughout this is creative time travel, Mother's Not For Sale was a
a new interpretation of the independent agency's personal projects.
from their shared history, including to a fleet of gay Russian dolls
in recognition of police history, the exhibition was a love letter
to creativity, but from commercial constraints.

Wie
Kenn

MACSAATCH

“We will die before we sell.”
– Dan Wieden