

Alana van der Valk (1997)

Eco Sell

2020

A roast chicken in the oven tonight, a quick flight to London and back and a new Christmas outfit you only wear once. Our consumer society is working overtime. But when will we realise it?

It's time that the government took responsibility and changed the entire system. We have to adjust our lifestyle to show world leaders that a new age has begun.

Eco Sell is a collection of amazing products that encourage us to live more sustainably. Using five familiar infomercials, Alana van der Valk highlights the lunacy of the consumer society and our polluting lifestyle.

For all its exaggeration, Eco Sell really isn't far removed from reality.