

CULTURAL DIVERSITY

HOLDING ONTO YOUR BAG

FILIPPO, MIGLE & JACOB



WHERE AND WHEN

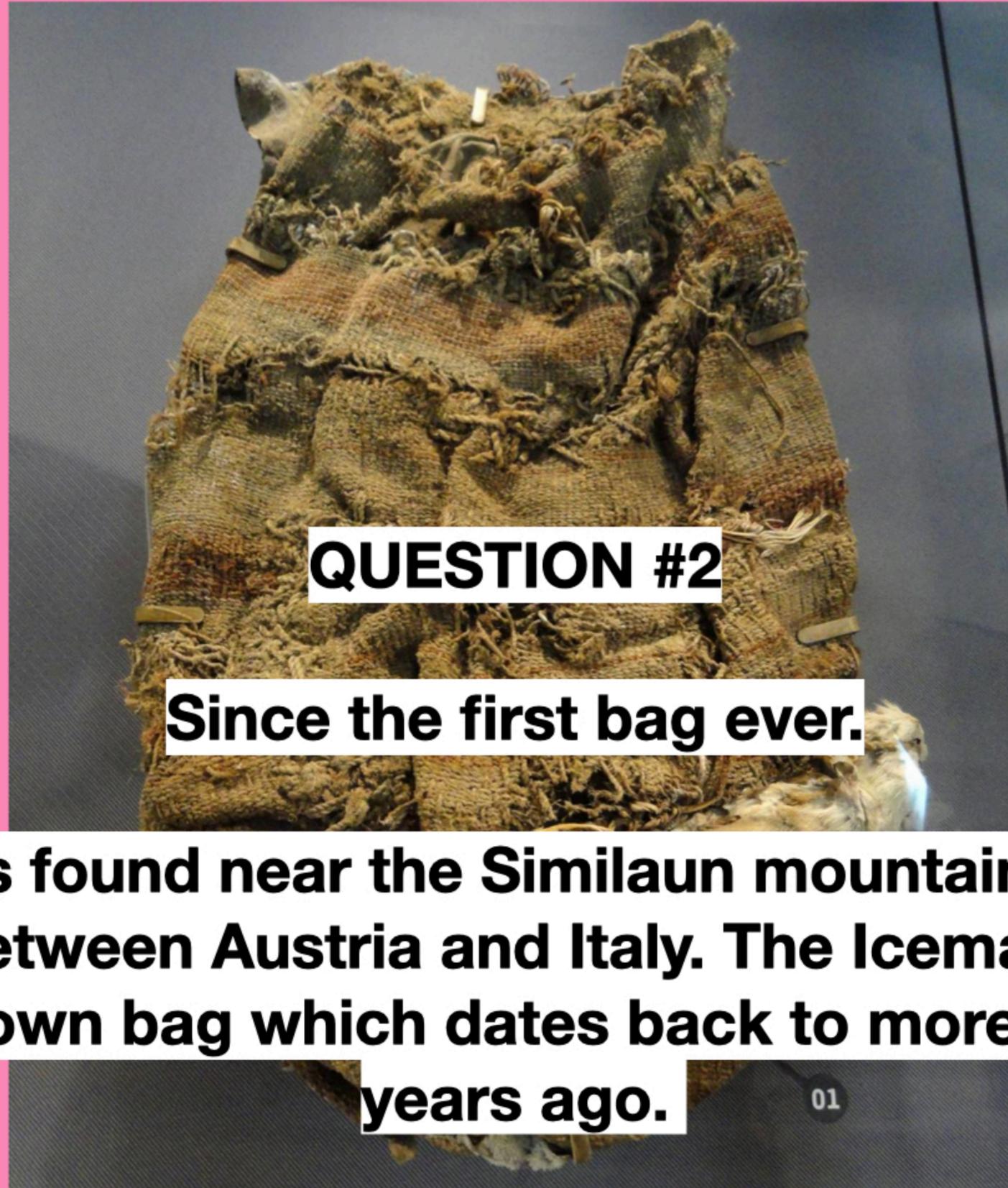
QUESTION #1

In any public transports

**When there's a lack of space,
and you don't want your bag
to lay on the floor.**



YOUR BAG IS MORE THAN A TRANSPORT TOOL



QUESTION #2

Since the first bag ever.

He was found near the Similaun mountain on the border between Austria and Italy. The Iceman has the oldest known bag which dates back to more than 5000 years ago.









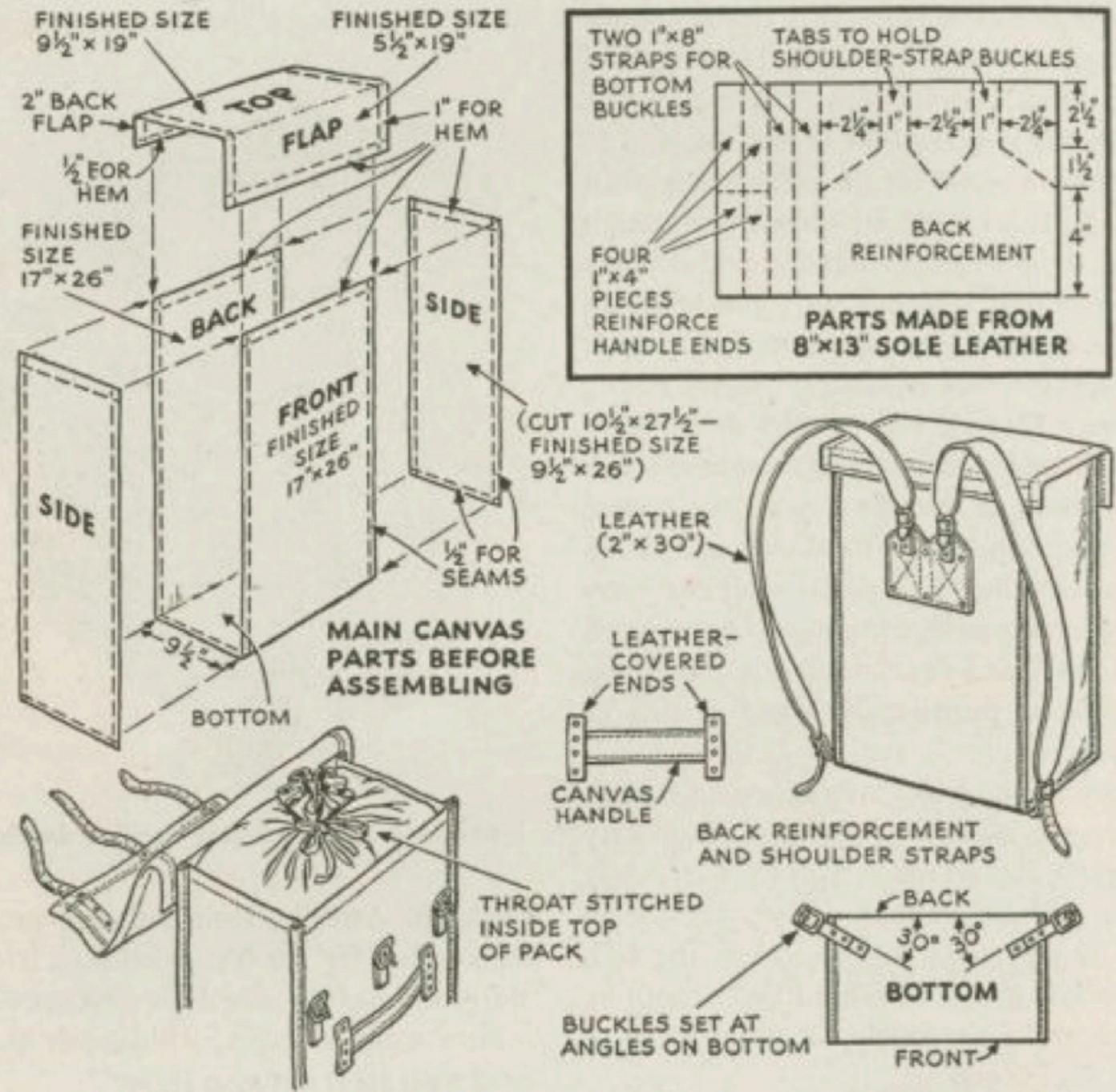
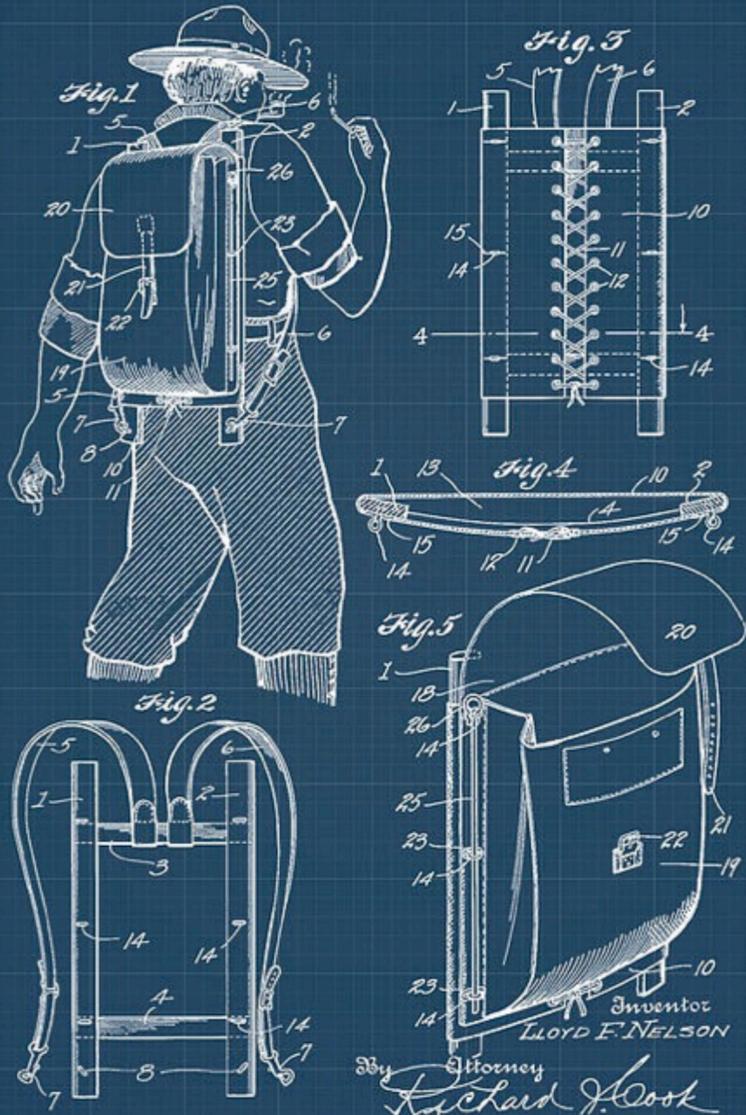
QUESTION #3

As a result of a person's need to have their personal effects conveniently close, the bag came to be more than a transport tool. In sum, the bag developed to not only provide necessity and convenience but also to reinforce status.

PACK

L. F. NELSON

Patented Aug. 19, 1924.



SIMPLE BACKPACK CONCEPT WITH DESIGN SPECIFICATIONS



QUESTION #4

