

**CULTURAL DIVERSITY**

# **HOLDING ONTO YOUR BAG**

**FILIPPO, MIGLE & JACOB**





# WHERE AND WHEN

## QUESTION #1

**In any public transports**

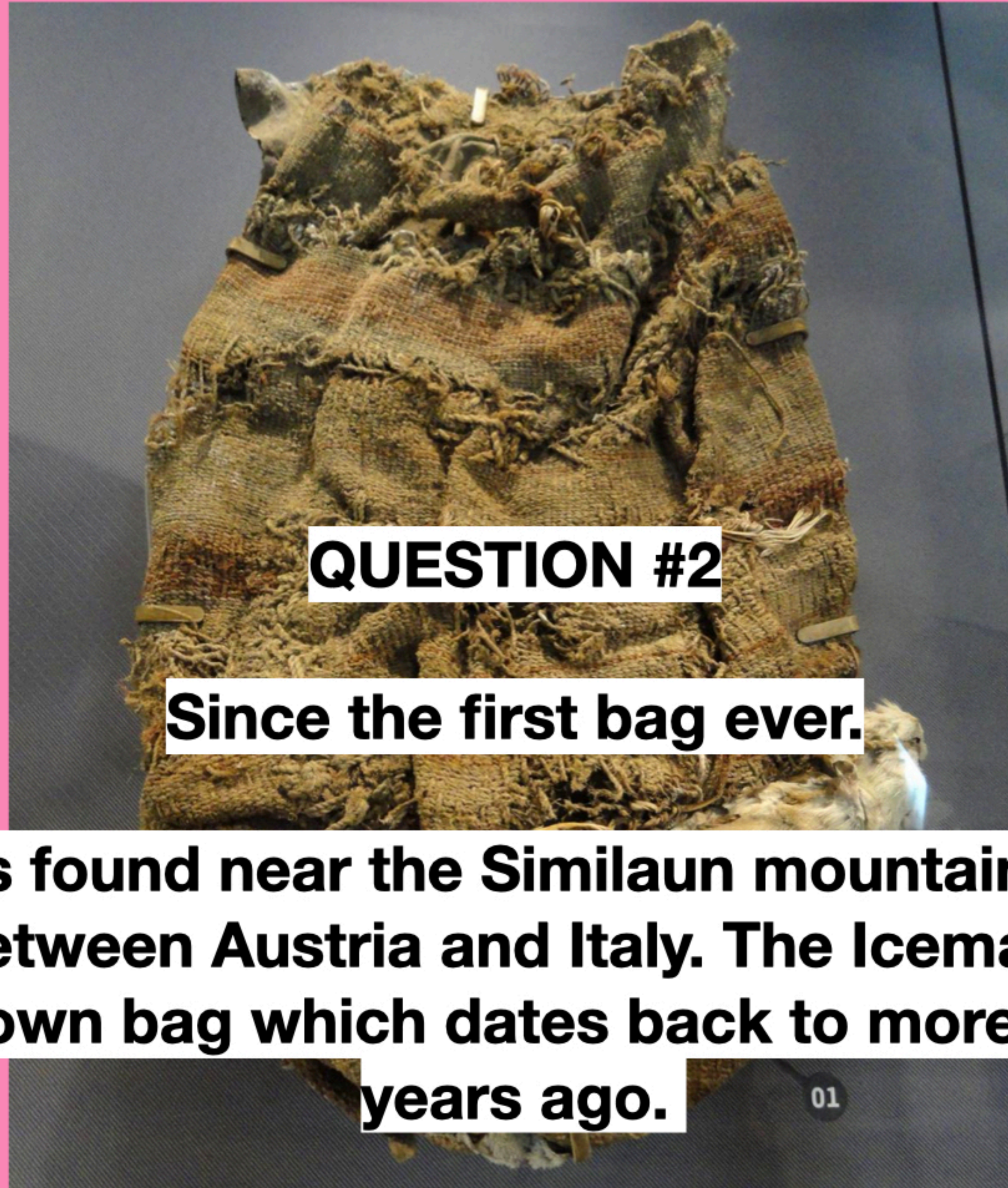
**When there's a lack of space,  
and you don't want your bag  
to lay on the floor.**





**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.**

















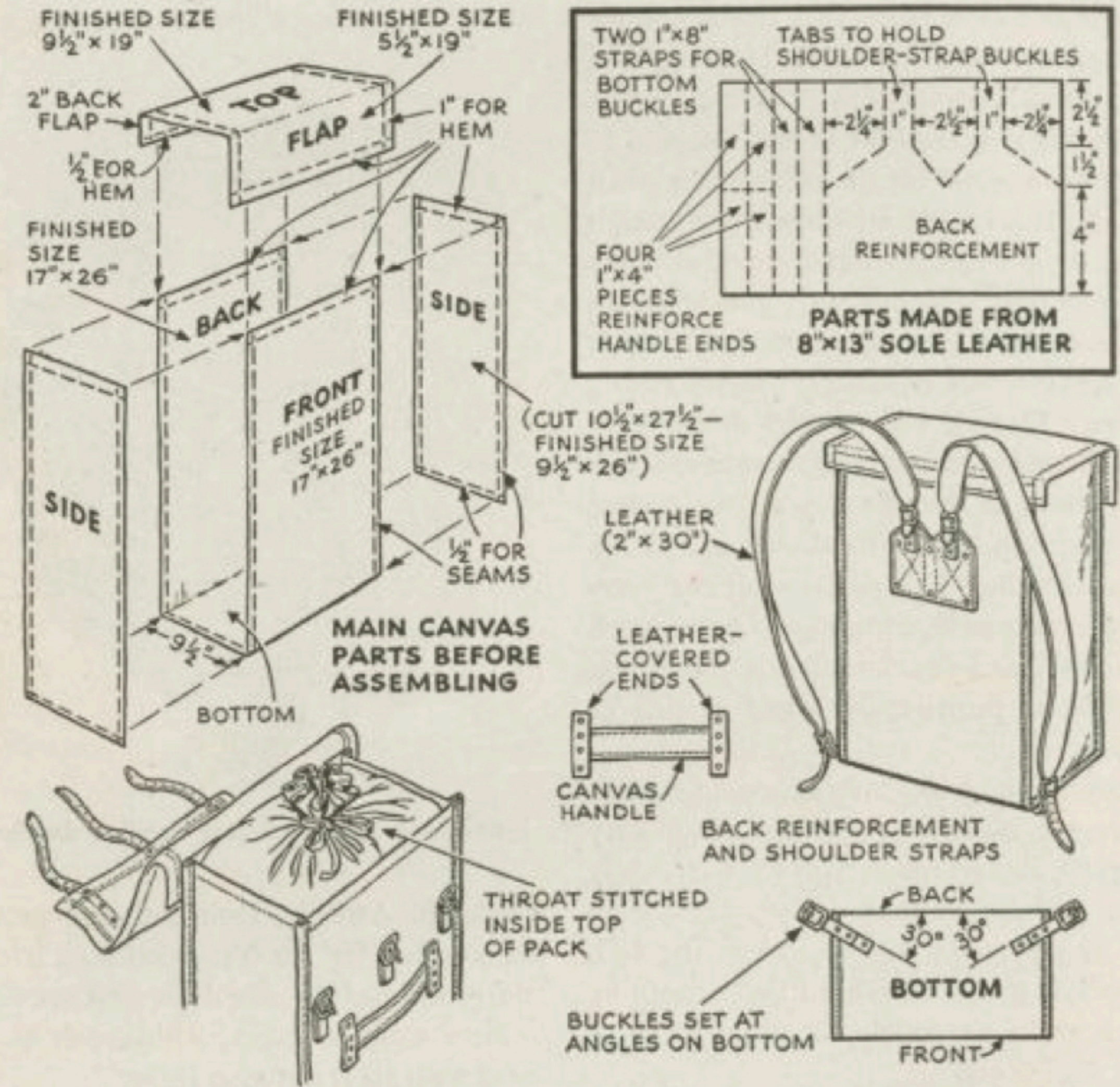
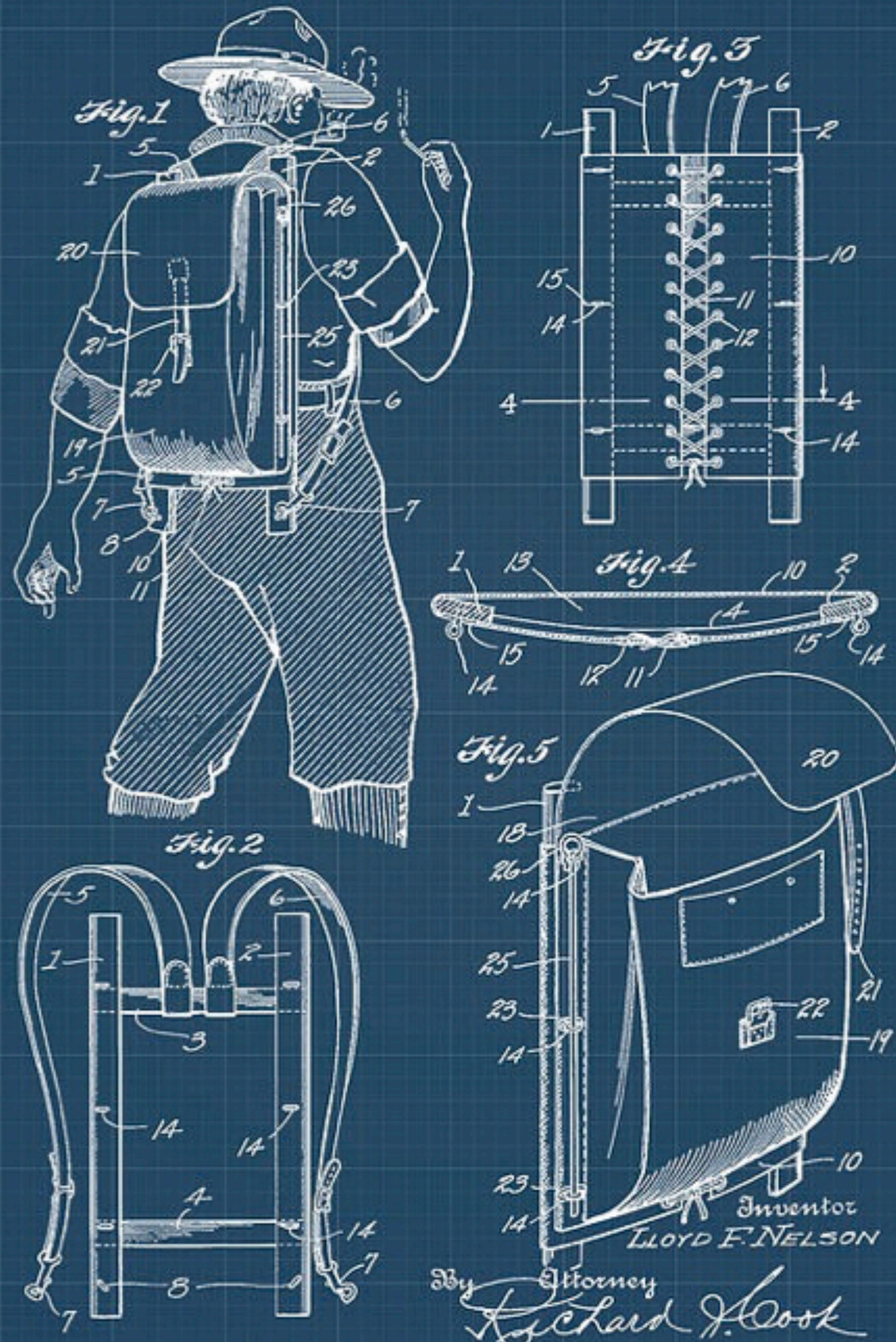
### **QUESTION #3**

**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**

