

反弑

在某次上課時，看到了一種鉛筆袋，它的外型是一條魚，而拉開拉鍊後就像是將那條魚剖開，因此聯想到若是將魚換做一隻牛或一隻豬，那剖開肚子的畫面衝擊感，進而想到：我們平時吃的肉不就是這麼來的嗎？屠宰這件事對於我們來說已經是習以為常的事，是生活中的肉食來源，也是一種職業，但對於那些動物來說，進入了屠宰場的大門代表著牠們生命的終點，是一道通往煉獄的大門，而牠們的這一生又是為了什麼而活？難道就只是為了提供給人們食用嗎？食用貓和狗的肉是惡劣的行為，牠們是人類的家人和好朋友，那麼牛、豬、羊等等這些經濟動物難道就不能是我們的朋友嗎？

一連串的問題一一浮現出來，因此我們開始往這方面做更深入的了解，去了解那些經濟動物所處的環境和遭受的對待，被送入屠宰場後的處理過程等等。發現我們不是不知道屠宰有多麼殘忍，但卻說服自己：牠們是經濟動物，是供人食用的；不食用肉類會營養不均衡；以人道的方式屠宰，所以牠們感覺不到疼痛……。人們用謊言包裝了殘忍的一面，企圖說服自己將這些行為合理化，使自己過得更安心。因此我們希望能為這些經濟動物發聲，使牠們的生命也受到重視及尊重。

執行這項議題的過程中，我們不斷地更改表現形式，希望作品更具說服力、更有力道。從一開始的包裝製作修改為平面海報設計，再到現在的影片及商品設計。過程中我們不斷地修改，也曾配合受訪店家營業時段，一早到火車站搭車到台南拍攝，直至天黑才從台南搭車回來。過程雖然辛苦，也曾迷茫過，但希望最後能將作品完整的呈現出來。

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沒有一隻動物因為
這道美食饗宴而倒下。

Against Slaughter

While in class, I saw a pencil bag; it was shaped like a fish and when the zipper was opened, the inside looked like the fish had been cut open. Based on this, I thought about replacing the fish with a cow or a pig. I was shocked by the image of the cut-open belly, and then I thought about it more. Isn't this how we get the meat we usually eat? We are accustomed to slaughter as a source of meat in our daily lives and as a profession, but for the animals we kill, when they enter the door to the slaughterhouse, it represents the end of their lives and a path to the unknown. What are their lives for? Do they only exist for people to eat? Eating the meat of cats and dogs is immoral as they are the family and friends of people. Then, are not the economically beneficial animals, such as cows, pigs, and lambs, also our friends?

A series of questions started to emerge one after another, so we started to dig into these issues to understand animals' living environment and how they are treated, as well as the process after they are sent to the slaughterhouse. We discovered that people were clearly aware of how cruel slaughter was but tried to convince themselves that these animals were made for human consumption and that our diets would be unbalanced if we did not eat meat, or they thought that they were slaughtered in a humane way, so they would not feel pain. Human beings have wrapped their cruelty in lies, trying to persuade themselves to rationalize these atrocious behaviors to make their own lives much easier. Therefore, we hope to speak out for these animals so that their lives will also be valued and respected.

In the process of carrying out this project, we constantly changed the form of expression in hopes that the work would come across as more convincing and powerful. From the graphic poster design for the packaging in the beginning to the current short film and product design, we made continuous revisions throughout the process. We also took a train to Tainan City to film in the early morning, in line with the business hours of the stores we interviewed, and we did not return from Tainan until it was dark. Although it was tough and there was some confusion about the process, we hope that the final work can be fully presented in the end.

NO ANIMAL FELL DOWN BECAUSE OF
THIS DELICIOUS FEAST.



台灣每日約有 100 萬條生命被抹殺，只為了滿足人們的口腹之欲。雖然目前已有些牧場改為人道飼養方式，但對於動物來說依舊不是真正的自由，牠們的生存依舊是掌握在人們手中。反弒即反屠宰之意，傳達不屠宰的概念，促使大眾反思食用動物及其相關產品是否為生活必須？為那些無辜消逝的生命發聲，追求對生命的尊重。

日常食用的肉及其加工食品皆源至於屠宰，若能減少肉類食用需求，便能減少屠宰場所需供應的肉量，進而減少動物被屠宰的數量。因此以食材日常常見菜餚作為題材，在餐盤及碗上印製肉類食材圖樣，餐盤及碗裡承裝的食物只有蔬菜，以趣味的方式呈現出一種「望梅止渴」的概念，看得到卻吃不到，強調吃肉並不是必要的，去除肉類食材菜餚也一樣美味。藉此呼籲人們減少肉類的食用量，減少動物屠宰的數量，為那些經濟動物盡一份力。

Around one million lives are ended every day in Taiwan just to satisfy people's appetites. Although some pastures have switched over to humane feeding methods, it is still not true freedom for animals, and their survival is still in the hands of people.

AGAINST SLAUGHTER means to be against the slaughter of animals and prompts the public to reflect upon whether eating animals and using animal products is necessary for their daily lives. We aim to speak on behalf of those innocent lives and pursue respect for all life.

Meat and other processed foods are all derived from slaughter. If the demand for meat consumption can be reduced, the amount of meat that slaughterhouses need to supply can decrease, thereby reducing the number of animals slaughtered. Therefore, we have adopted common daily ingredients as the theme, and print images of meat on the plates and bowls, and the food actually in the plates and bowls is actually only vegetables, presenting the concept of "quenching thirst by looking at plums" in an interesting manner. You can see it but do not actually eat it. It emphasizes the fact that eating meat is not necessary, and dishes without meat are equally delicious. The purpose is to call on people to reduce the amount of meat they consume and reduce the number of animals slaughtered while also contributing to the life of these farmed animals.

Against Slaughter
Against Slaughter
Against Slaughter
Against Slaughter

No Chicken



What's
your choice?

~~反弒~~

Against Slaughter
Against Slaughter
Against Slaughter
Against Slaughter

No Beef



What's
your choice?

~~反弒~~

Against Slaughter
Against Slaughter
Against Slaughter
Against Slaughter

No Mutton



What's
your choice?

~~反弒~~

Against Slaughter
Against Slaughter
Against Slaughter
Against Slaughter

No Pork



What's
your choice?

~~反弒~~

