

"Everyone is a doctor"

Masuk Angin or Trapped Wind or Entered Wind or...-

its basically a folknatural illness unique to Indonesia when you have:

a Cold, Chills, Headaches, Queesiness, Gassy Stomach, a Runny Nose, Dizzy, Nauseous, or Vomiting.

Pseudo-science?



This folknatural illness is a window to how people in Indonesia behave. It has also been practiced for centuries.

A challenge to the dominant western medicinal industry. (Price, Effectivity to small ailments)

The people's medicine

There is a wide variety of perceptions among other cultures surrounding the same symptoms, particularly in Asia.

Translating these into one overarching archive enriches the meaning of "masuk angin" as well as exploring more ways of treatment.

Short Interviews/Survey



The data collected is first impressions and quick comparisons to the respondent's respective cultures when "Masuk Angin" was mentioned (home remedy, personal).

Sources come from mouth to mouth (how it was passed down anyway) and online.

India (Gujarat)

India (Hindi/general)

Pakistan

China

Vietnam

Thailand

Brazil

Translation Layer 1

















Perasaan tidak enak badan

GUJARAT





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Perasaan tidak enak badan



Energi panas yang berlebihan



10 Packs

Trapped Wind® 12-ct, 180 MI/ 6 floz
Soothing Syrup

(Honey, Mint, Ginger)

10 Packs

Shattered Body® 12-ct, 180 MI/ 6 fl oz Soothing Syrup (Honey, Mint, Ginger)

Internal Heat® 12-ct, 180 MI/ 6 fl oz Soothing Syrup (Honey, Mint, Ginger)

10 Packs

10 Packs







AESEMBANGAN

BALANCE

AYURVEDA

YIN-YANG









Illustrations

Linocut style

Folk, Artisinal, Organic













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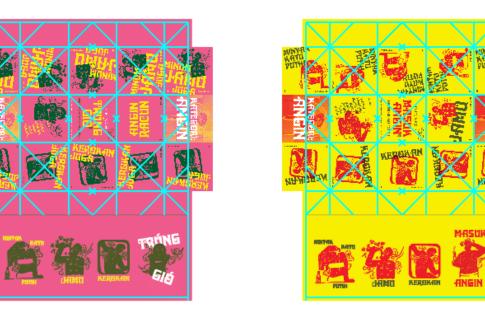






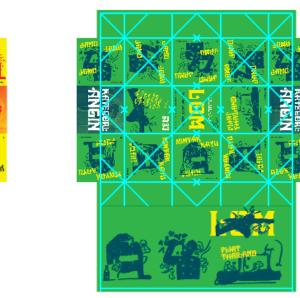


Translation Layer 2: Packaging









ANGIN

THAILAND

KATEGORI KEUTUHAN





KATEGORI KESEIMBANGAN AYURVEDA













