



Properties list:

- reusability
- end-user packaging
- single product
- concept
- other food
- labels and sleeves
- additional structural elements
- glass and ceramics
- metals
- jar and pot
- minimal
- contemporary
- transparent
- unusual structural association
- identity by typography

This project combines aesthetic and function. The first goal was to solve the water change problem and try to make it easier in creating this valve that makes the emptying easier. To avoid a blockage of the valve by the product when turned, the tofu is moulded into a half spherical shape. The shape makes it functional and much nicer than the standard block. From a graphic point of view, the pure simplistic approach is trading the old traditional Asian look for a much more occidental clientele. The jar is also useful for mixing the tofu with spices and sauces. It could also be used as a bowl.

Reference: <http://packaginguqam.blogspot.com/2009/02/tofu-frugal-marie-eve-dubois.html>

Credits:

Country: Canada

School: UQAM Université du Québec à Montréal (Montréal, Canada)

Course: Packaging Design

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Other images:

