

MY SWEETS



Properties list:
end-user packaging
new product
range of products
gift packaging
wrapper
cardboard and paper
minimal
confectionery and sweetness
identity by typography

Can design make people buy food that offers Less? This is a question designer Tithi Kutchamuch explored through this design. It is the winner of Pyramid awards, Deutsche Bank 2007 and the finalist of Design for our Future Selves Awards 2007, Helen Hamlyn Centre.

From <http://www.tithi.info/new/main.htm>: "I buy Twix extra because it's only 10p more expensive than regular one. I finish it in one go, and feel guilty for the rest of the day. Bargain food persuades people by playing with the value of money, which has brought a lot of problems to society: over nutrition, eating disorders, obesity, illness, guilt, wasting food, wasting resources, over production, etc. Can design make people buy food that offers LESS?"

Reference: <http://www.tithi.info/new/main.htm>, <http://packagingsoftheworld.blogspot.com/2009/03/my-sweets.html>

Credits:

Agency: Tithi

Designer: TithiKutchamuch

Awards: Winner, Pyramid awards, Deutsche Bank 2007;
Finalist, Design for our Future Selves Awards 2007, Helen Hamlyn Centre

Other images:

