

WHAT'S YOUR BEEF CO



Properties list:

biodegradability and compostability
information about use
information about content
packaging as a new medium
information accessibility
end-user packaging
range of products
concept
fish and meat
labels and sleeves
wrapper
instruction through pictograms
opaque
rough
contemporary
cardboard and paper
identity by typography

Designed by Mat Stanbury (a graduate student of Comerset College): a wrapper for beef. The eco friendly packaging communicates to eat local beef. The packaging is a 100% biodegradable. Each label explain a reason why you shouldn't buy meat from the supermarket.

(In the image: label messages.)

Reference: <http://www.flickr.com/photos/somersetcollege/2477788853/>

Credits:

Country: UK

School: Somerset College of Arts and Technology (Somerset , UK)

Student: Mat Stanbury

Other images: