

WHAT'S YOUR BEEF CO



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

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

Other images: