

# AMETRICA!

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## Properties list:

- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- concept
- sachet
- cardboard and paper
- contemporary
- unusual visual association
- identity by typography

In her last year at SVA, Wang drew together her diverse experiences ? cultural, social, and academic ? to come up with what later seemed an inevitable thesis. Ametrica! is a cheeky but helpful campaign to convince the United States to join the rest of the world in converting to the metric system. It won an Adobe Design Achievement Award (ADAA) in the Environmental Design and Packaging category. The classic U.S. shopping bag is spending a graph composed by text only, which emphasized the opportunities for more common content, with regard to their quantification by the metric system to allow easy understanding of the relationship.

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**Reference:** <http://www.swiss-miss.com/2007/10/ametrica.html>, <http://www.adobe.com/education/adaa/students/wang.html>

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## Credits:

**Country:** United States of America

**Year:** 2007

**School:** School of Visual Arts (NY, USA)

**Course:** MFA Designer As Author

**Designer/Student:** Amy Wang

**Awards:** Adobe Design Achievement Awards

Other images: