

KANPYO UDON



Properties list:

- end-user packaging
- single product
- new product
- identity by illustration
- illustrated character
- shopping bag
- pouch
- folding carton
- pasta, rice and grains
- cardboard and paper
- plastics
- other materials
- historical, traditional
- contemporary

The project is characterized by the character of Kanpyo (gourd), with a touch of traditional Japanese calligraphy drawn on Japanese paper. Paper bag has silhouettes of Udon noodle when it was dehydrated. When the straps of the bag are hanged down, these straps disappear by mixing with the silhouettes. The external package is made of wheat flower blended with dried vegetable marrow.

Reference: www.nosigner.com

Credits:

Country: Japan

Year: 2009

Agency: Nosigner

Producer: Chamber of Commerce of Oyama

Award: Pentawards Platinum Award "Best of the category Food", 2009

Other images:

