

# FAR FOODS

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## Properties list:

information about content  
packaging as a new medium  
information accessibility  
end-user packaging  
range of products  
extra-use of packaging  
concept  
fruit and vegetables  
labels and sleeves  
cardboard and paper  
mass-market  
ironic  
identity by typography  
unusual visual association  
identity by colour  
identity by abstract shapes

Alternative packaging for supermarket produce, highlighting the distances that some foods travel from and the resultant carbon dioxide released during the journey. The receipt features a boarding card style tear-off strip.

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Reference: <http://www.jwgreynolds.co.uk/index.php?/far-foods/>

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## Credits:

**Country:** United Kingdom

**Year:** 2009

**Designer:** James Reynolds

Other images:

