

FAR FOODS



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.

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

Credits:

Country: United Kingdom

Year: 2009

Designer: James Reynolds

