

STEREOTYPE



Can design encourage people to rethink their relationship with healthy food to gain a balanced diet? This series of food packages uses stereotypes as a gimmick to gain the user's attention on the healthy values of vegetables. Carrot sticks in what looks like a cigarette pack, blueberries in a pharmaceutical blister, celery in a chips bucket? the attention to details is extraordinary even in the usage instructions and warning labels.

Properties list:

- information about use
- information about content
- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- concept
- fruit and vegetables
- folding carton
- flow-pack
- blister-pack
- plastics
- cardboard and paper
- contemporary
- unusual visual association
- unusual structural association
- identity by shape

Reference: <http://daizizheng.com>

Credits:

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Other images:

