

# STEREOTYPE

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## 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

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.

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Reference: <http://daizizheng.com>

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## Credits:

**Country:** United Kingdom

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Other images:

