VITAMEAL



Properties list: kids teens end-user packaging concept range of products milk juices fruit and vegetables other shapes playful plastics identity by shape typographical texture illustrated character

Designer Irina Ivanova is proposing the development and promotion of a unique form and system of vending machines filled with healthy food products that will encourage a social change in children?s eating habits. The health of youth in the United States is now ne gatively affected by dangerous eating habits that may eventually lead to obesity. Vending Machines are one of the ?easiest? and most convenient ways for children to access snacks, freq uently junk food, in schools.

The packaging design for VitaMeal food products is based on a unique shape that will be more appealing to younger audience. Each individual package will contain a ?face? of a char acter that is intended to emotionally present the contents of the food inside. The size of each package contains just one serving size of any food or liquid, to facilitate better control of portion sizes.

Reference: http://www.irinaivanova.com/vm.php

Credits:

Country: United States of America **Year:** 2008

Designer: Irina Ivanova

Other images:

