



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 negatively 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, frequently 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 character 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.

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

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**Credits:**

**Country:** United States of America

**Year:** 2008

**Designer:** Irina Ivanova

Other images:

