

# RECIPEASE

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## Properties list:

information about use  
end-user packaging  
range of products  
new product  
other food  
folding carton  
cardboard and paper  
playful  
contemporary  
die cut  
identity by pictograms

Recipease is an original food outlet developed by Jamie Oliver. Williams Murray Hamm created the new retail concept for 'food explorers?', targeting customers who get excited about preparing and learning to cook food. To communicate the sense of meal assembly by telling a story, the consultancy devised the idea of an Airfix-style food kit, and used illustrations to create a witty language that talks about good food and how easy it is to cook.

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Reference: <http://www.creatingdifference.com> , <http://www.jamieoliver.com/recipease>

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## Credits:

**Country:** United Kingdom

**Year:** 2009

**Designer:** Williams Murray Hamm

Other images:

