

FOOD LOVERS



Properties list:

- end-user packaging
- concept
- range of products
- milk
- dairy, eggs and cheese
- coffee, tea and infusions
- sachet
- other shapes
- bottle
- glass and ceramics
- cardboard and paper
- hand-made
- contemporary
- identity by typography
- identity by system of colour
- information about content

?The idea of this project is to promote a more healthy food consumption and, concurrently, to also promote sustainable local agriculture, which involves methods that do not harm the environment, respect workers and animals, provide fair wages to farmers and support farming communities? said Isabela Sertá.

Isabela has created a brand called Food Lovers, for a little market that sells products of a single farm. She chose the handscript font after making a research in little markets, where the products are traditionally written on a blackboard, in large separated letters with a piece of chalk. Sustainability has a lot to do with buying food as locally as possible, so it is important that the package informs about the benefits of buying local products. The consumers as well as the rural communities that produce the coffee can have an advantage from it.

Reference: <http://www.isabelaserta.com/projects/food-lovers/>

Credits:

Country: Brazil

Year: 2009

School: Istituto Europeo di Design

Student: Isabela Sertá

Course: Packaging Design

