

MILK



Properties list:

- end-user packaging
- information accessibility
- single product
- concept
- milk
- gable top
- polylaminated
- contemporary
- unusual visual association
- unusual structural association
- identity by shape

Milk Packaging by designers Julien De Repentigny and Gabriel Lefebvre offer a unique take on the design of milk cartons by having the package formed like as an alphabetical representation of the product itself. A 2-liter cardboard representing the product in its simplicity and purity through word and image.

Reference: <http://www.visualadvice.com/index.php/?milk-packaging/>

Credits:

Country: Canada

Year: 2009

Agency: Visualadvice

Designers: Julien De Repentigny and Gabriel Lefebvre

Other images: