

LAS MARIAS DE LA CUMBRE



Properties list:

- range of products
- concept
- cardboard and paper
- bakery and bread
- historical, traditional
- hand-made
- identity by illustration
- identity by textures and patterns

The project objective was to make design a fundamental link among different disciplines to solve a problem observed in the informal sale of food.

The proposed solution is the creation of grated bread from the surplus of production in the sale of bread on the highways of my country. These leftovers are currently thrown away.

The project is also contributing to the inclusion of a lower income segment of society.

The idea of incorporating flavors to the bread responds to current market needs and to a diversification strategy. The flavors chosen were basil, garlic and merquen (a Chilean spice).

The used paper is low cost, but with the qualities needed to contain food.

Reference: <http://www.franaldea.blogspot.com>

Credits:

Country: Chile

School: Universidad del Desarrollo

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Other images:

