

# TYPO TOFU

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## Properties list:

end-user packaging  
single product  
concept  
dairy, eggs and cheese  
box  
plastics  
contemporary  
unusual visual association  
transparent  
debossed, embossed  
identity by typography  
identity by colour

Jean-Maxime Landry says: "Dear Tofu, words fail me to tell you how boring you were and that I never thought of you when I was cooking. But now that you have letters to answer me, I feel the dawn of a relationship and already I find you are more friendly."

A packaging solution playing off the alphabet, creating a product akin to alphabet soup, only in tofu form.

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**Reference:** <http://packaginguqam.blogspot.it/2010/03/typo-tofu-jean-maxime-landry.html>

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## Credits:

**Country:** Canada

**Year:** 2010

**School:** UQAM Universit  du Qu bec   Montr al (Montr al, Canada)

**Students:** Jean-Maxime Landry

**Professor:** Sylvain Allard

Other images: