



## Properties list:

- identity by typography
- identity by colour
- identity by modular structure
- identity by shape
- minimal
- natural
- cardboard and paper
- plastics
- bottle
- box
- cluster
- folding carton
- additional structural elements
- dairy, eggs and cheese
- fruit and vegetables
- milk
- concept
- range of products
- end-user packaging

100×100 is a brand dedicated to organic food that seeks to create links between rural producers and urban consumers and tries to improve the quality of the products we consume in our day to day lives. In addition, we have sought to give this brand a new and attractive aesthetic component that breaks with the classic image of organic and environmentally friendly products. All packaging of 100×100, except for the obvious elements, is made of the same material: corrugated cardboard, to which the seeds of various herbs are added in the manufacturing process. When the container is no longer useful, it can be planted and the seeds will sprout. Thus, the idea of recycling takes on a different dimension to the traditional: From our waste we can generate life.

---

**Reference:** <http://adrianfroufe.com/>

---

## Credits:

**Country:** Italy

**Year:** 2011

**Course:** Final Project Studio, Product Design

**Lecturer:** Frédéric Misik

**Students:** Adrián Froufe, Jesús A. Nieto

Other images:

