

HOKKAIDO NON STERILIZED MILK



Properties list:

packaging as a new medium
extra-use of packaging
range of products
milk
new product
brick
cardboard and paper
end-user packaging
contemporary
identity by shape
identity by modular structure
identity by typography
identity by illustration
identity by system of colour

The whole image of the design appeared as if the flashback when I met the words "School-lunch" and "Teaching material for infants".

The message of these packages is "The mammals grow up with mother's milk, you also!". Our immunity is received from mother's milk, and nutrient is received from mother's milk, too....and we grow up. I wish that we can happily learn this fact with a feeling, gratitude to each mothers.

Reference: <http://www.jpda.or.jp/myworks/index.html#top>

Credits:

Country: Japan

Year: 2012

Agency: ADBRAIN Inc.

Designer: Masanori Eto

Other images:

