

MILK MAN



Properties list:

- carrying system
- end-user packaging
- single product
- milk
- concept
- additional structural elements
- cluster
- bottle
- plastics
- cardboard and paper
- minimal
- contemporary
- identity by typography
- identity by colour

"The brief was to create a milk package that would appeal to the modern consumer, and to that end I created a smaller sized and more portable bottle. Inspiration was drawn from the age old milkman, who once stood for quality, convenience and above all for going that 'extra mile'. The final product is a no-fuss, cheeky take on good ol' fashioned milk."

Reference: <http://www.behance.net/gallery/MILKMANPackaging/1753600>

Credits:

Country: Australia

Year: 2011

Designer: Ben S
tevens

Other images:

