

MOUNTAIN MILK



Properties list:

- end-user packaging
- single product
- concept
- milk
- additional structural elements
- bottle
- cardboard and paper
- glass and ceramics
- minimal
- historical, traditional
- hand-made
- identity by shape
- transparent
- identity by typography
- photo to evoke

"I just finished two years of graphic design study, and this was my final exams. The brief was to make a packaging design of something you love.

I love milk - so my choice of product was easy. How would a milk look like if it was exclusive was one of the questions I asked myself. I think this is how it should have looked if Norway's biggest milk retailer launched a milk to be sold internationally."

Reference: <http://www.behance.net/gallery/Tine-Melk-Mountain-Milk/4262213>

Credits:

Country: Norway

Year: 2012

Course: Graphic Design Degree

Student: Anders Drage

Other images:

