

BUTTER! BETTER!



Properties list:

- snacks
- dairy, eggs and cheese
- other shapes
- cup
- plastics
- contemporary
- identity by shape
- identity by system of colour
- concept
- range of products
- end-user packaging
- product accessibility
- ready to use
- reusability

"The idea for 'Butter! Better!' came to me when on a picnic with friends. It was a really lovely day and we were sharing food, drink and each others' company when I realized that I had forgotten to pack a knife with which to spread the butter. Although eventually able to see the funny side of trying to spread butter with a floppy foil lid, I realized that this could be simply remedied with a small change to the lid of the packet. One product that combined both butter and knife would be functional and appealing. As I considered how to improve a long-standing and well known product, I became aware that modernizing the product at the same time would enhance and change an everyday food item-bread and butter-into something much more special. A very simple picnic; bread and butter could be transformed into a special memory by including 'Butter! Better!' in a variety of colors and designs.!

Reference:

Credits:

Country: South Korea

Designer: Yeongkeun Jeong

Other images:

