KANPYO UDON



Properties list:

end-user packaging
single product
new product
identity by illustration
illustrated character
shopping bag
pouch
folding carton
pasta, rice and grains
cardboard and paper
plastics
other materials
historical, traditional
contemporary

The project is characterized by the character of Kanpyo (gourd), with a touch of traditional Japanese calligraphy drawn on Japanese paper. Paper bag has silhouettes of Udon noodle when it was dehydrated. When the straps of the bag are hanged down, these straps disappear by mixing with the silhouettes. The external package is made of wheat flower blended with dried vegetable marrow.

Reference: www.nosigner.com

Credits:

Country: Japan Year: 2009 Agency: Nosigner

Producer: Chamber of Commerce of Oyama

Award: Pentawards Platinum Award "Best of the category Food", 2009

Other images:







