## **FAR FOODS**



## Properties list:

information about content packaging as a new medium information accessibility end-user packaging range of products extra-use of packaging concept fruit and vegetables labels and sleeves cardboard and paper mass-market ironic identity by typography unusual visual association identity by colour identity by abstract shapes

Alternative packaging for supermarket produce, highlighting the distances that some foods travel from and the resultant carbon dioxide released during the journey. The receipt features a boarding card style tear-off strip.

Reference: http://www.jwgreynolds.co.uk/index.php?/far-foods/

Credits:

Country: United Kingdom

**Year:** 2009

**Designer:** James Reynolds

## Other images:





