## **STEREOTYPE**



Can design encourage people to rethink their relationship with healthy food to gain a balanced diet? This series of food packages uses stereotypes as a gimmick to gain the user's a contemporary ttention on the healthy values of vegetables. Carrot sticks in what looks like a cigarette unusual visual pack, blueberries in a pharmaceutical blister, celery in a chips bucket? the attention to de tails is extraordinary even in the usage instructions and warning labels.

## Properties list:

information about use information about content packaging as a new medium end-user packaging range of products extra-use of packaging concept fruit and vegetables folding carton flow-pack blister-pack plastics cardboard and paper unusual visual association unusual structural association identity by shape

Reference: http://daizizheng.com

Credits:

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## Other images:









