

STEREOTYPE



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
contemporary
unusual visual association
unusual structural association
identity by shape

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 attention on the healthy values of vegetables. Carrot sticks in what looks like a cigarette pack, blueberries in a pharmaceutical blister, celery in a chips bucket the attention to details is extraordinary even in the usage instructions and warning labels.

Reference: <http://daizizheng.com>

Credits:

Country: United Kingdom

Designer: Daizi Zheng

Other images:

