## **RECIPEASE**



## Properties list:

information about use end-user packaging range of products new product other food folding carton cardboard and paper playful contemporary die cut identity by pictograms

Recipease is an original food outlet developed by Jamie Oliver. Williams Murray Hamm created the new retail concept for ?food explorers?, targeting customers who get excited abou t preparing and learning to cook food. To communicate the sense of meal assembly by telling a story, the consultancy devised the idea of an Airfix-style food kit, and used illustrations to create a witty language that talks about good food and how easy its is to cook.

Reference: http://www.creatingdifference.com, http://www.jamieoliver.com/recipease

Credits:

Country: United Kingdom

**Year:** 2009

Designer: Williams Murray Hamm

## Other images:







