FOOD LOVERS



Properties list:

end-user packaging
concept
range of products
milk
dairy, eggs and cheese
coffee, tea and infusions
sachet
other shapes
bottle
glass and ceramics
cardboard and paper
hand-made
contemporary
identity by typography
identity by system of colour
information about content

?The idea of this project is to promote a more healthy food consumption and, concurrently, to also promote sustainable local agriculture, which involves methods that do not harm the environment, respect workers and animals, provide fair wages to farmers and support farming communities? said Isabela Serta.

Isabela has created a brand called Food Lovers, for a little market that sells products of a single farm. She chose the handscript font after making a research in little markets, where the products are traditionally written on a blackboard, in large separated letters with a piece of chalk. Sustainability has a lot to do with buying food as locally as possible, so it is important that the package informs about the benefits of buying local products. The consumers as well as the rural communities that produce the coffee can have an advantage from it.

Reference: http://www.isabelaserta.com/projects/food-lovers/

Credits:

Country: Brazil Year: 2009

School: Istituto Europeo di Design

Student: Isabela Serta

Course: Packaging Design

Other images:











