## **RICE TERRACES PACK**



## Properties list:

end-user packaging
packaging as a new medium
information accessibility
range of products
extra-use of packaging
concept
pasta, rice and grains
folding carton
plastics
cardboard and paper
contemporary
eco-friendly
die cut
identity by shape

Rice is one of the most primary food for more than 3 billion people around the world and one of the basic products that the human society consumes everyday. But we know a very few things about it. The packaging structure is about the principle of returning to nature, and the natural shape of the terrace is the main inspiration.

The multi packaging resembles the movement and the pace of the terraces. In this scenario, is to increase knowledge about rice by using info-graphics and data are useful to increase knowledge about rice.

## Reference:

Credits:

Country: Israel Year: 2010

School: Shenkar College of Engineering and Design

(Israel)

Student: Amit Sakal

Course: Visual Communication

## Other images:



