

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

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Course: Visual Communication

Other images:

