TYPO TOFU



Properties list:

end-user packaging
single product
concept
dairy, eggs and cheese
box
plastics
contemporary
unusual visual association
transparent
debossed, embossed
identity by typography
identity by colour

Jean-Maxime Landry says: "Dear Tofu, words fail me to tell you how boring you were and t hat I never thought of you when I was cooking. But now that you have letters to answer me, I feel the dawn of a relationship and already I find you are more friendly." A packaging solution playing off the alphabet, creating a product akin to alphabet soup, only in tofu form.

Reference: http://packaginguqam.blogspot.it/2010/03/typo-tofu-jean-maxime-landry.html

Credits:

Country: Canada Year: 2010

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