## **WAITROSE SOUP**



## Properties list:

end-user packaging
range of products
new product
pasta, rice and grains
jar and pot
plastics
contemporary
photo to describe
identity by photo
identity by system of colour

Driving desire is alla about context, especially for products that are quite mundare at face value. Bearing this is mind made it easy for Pearlfisher to turn Waitrose tubs of vegetables soups into objects of desire.

Reference: Arts Project Packaging Design N.109 - April 2008

Credits:

Country: UK

Agency: Pearlfisher

Designer: Jonathan

Ford

## Other images:

