## 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:

