



## Properties list:

- range of products
- extra-use of packaging
- concept
- water
- other food
- labels and sleeves
- bottle
- contemporary
- photo to evoke
- identity by photo
- identity by system of colour
- identity by colour
- end-user packaging
- packaging as a new medium

New work from Antoinette Padmore a packaging design graduate of FIT: "In the midst of the Haitian earthquake, I felt hopeless as to what I can do to help the people in need. I immediately thought nutritional aid for children, specifically for those in impoverished countries. Vita help is an emergency relief package containing all the nutrients the body needs to recover. I dedicate this to all those who were lost and those who are still in need of help."

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## Reference:

## Credits:

**Country:** USA

**Designer:** Antoinette Padmore

Other images:

