

MARKET GROWN



Properties list:

- end-user packaging
- range of products
- extra-use of packaging
- new product
- fruit and vegetables
- bag
- fabrics
- natural
- hand-made
- contemporary
- identity by typography
- identity by illustration
- identity by system of colour
- packaging as a new medium
- information about content
- carrying system
- reusability

C. Rozo: -Market Grown is a campaign to support local farmers in Alachua County, FL. In order to help the farmers, we made burlap bags to be sold at the Farmers Market to create revenue. The bags feature screen printed designs of vegetables and fruits which are sold by the farmers. The bags are made out of burlap as a way to up-cycle existing materials found at the market. The inside of the bags are lined with colorful nylon fabric so they are water-proof for fresh produce. A display and signs were also created to further promote and support the farmers market as well as the locations and community local farmers have created.

Reference: <http://www.catalinarozo.com/index.php?/project/market-grown/>

Credits:

Country: USA

School: University of Florida

Designer: C. Rozo, M. Clinard

Other images:

