MARKET GROWN



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.

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

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

Credits:

Country: USA

School: University of Florida

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Other images:







