100x100

Properties list:

identity by typography
identity by colour
identity by modular structure
identity by shape
minimal
natural
cardboard and paper
plastics
bottle
box
cluster
folding carton
additional structural elements
dairy, eggs and cheese
fruit and vegetables
milk
concept
range of products
end-user packaging

100×100 is a brand dedicated to organic food that seeks to create links between rural p roducers and urban consumers and tries to improve the quality of the products we consume in our day to day lives. In addition, we have sought to give this brand a new and attractive aesthetic component that breaks with the classic image of organic and environmentally friendly products. All packaging of 100×100, except for the obvious elements, is made of the s ame material: corrugated cardboard, to which the seeds of various herbs are added in the manufacturing process. When the container is no longer useful, it can be planted and the seeds will sproud. Thus, the idea of recycling takes on a different dimension to the traditional: From our waste we can generate life.

Reference: http://adrianfroufe.com/

Credits:

Country: Italy
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Course: Final Project Studio, Product Design

Lecturer: Frédéric Misik

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