

GOOD DAY MILK PACKAGING



Properties list:

- concept
- milk
- bottle
- glass and ceramics
- ironic
- contemporary
- transparent
- identity by typography
- identity by textures and patterns
- identity by abstract shapes
- extra-use of packaging
- single product
- end-user packaging
- packaging as a new medium
- limited edition packaging

This is a limited product available in a charity bazaar for a meaningful fund-raising function in Japan.

A carton of milk is just like a must have item for breakfast to kick off a good day for us. Yet, refugees are not lucky enough to have such a good day every day. Goodday Milk is a product to cheer up and encourage the refugees and wish they can have good days soon. Inspiration of the product came from the pattern on the skin of milk cows. Modern and simple form helps to transform the patterns into black dots on the products.

Reference: <http://www.notavailable.hk/gallery.html?showcase=project6>

Credits:

Country: Hong Kong

Year: 2012

Agency: Not Available Design

Other images:

