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 bazzar 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:





