HOKKAIDO NON STERILIZED MILK



Properties list:

packaging as a new medium extra-use of packaging range of products milk new product brick cardboard and paper end-user packaging contemporary identity by shape identity by modular structure identity by typography identity by illustration identity by system of colour

The whole image of the design appeared as if the flashback when I met the words "Schoollunch" and "Teaching material for infants".

The message of these packages is "The mammals grow up with mother's milk, you also!". Our immunity is received from mother's milk, and nutrient is received from mother's milk, too....and we grow up. I wish that we can happily learn this fact with a feeling, gratitude to each mothers.

Reference: http://www.jpda.or.jp/myworks/index.html#top

Credits:

Country: Japan Year: 2012 Agency: ADBRAIN Inc.

Designer: Masanori Eto

Other images:







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