

# HOKKAIDO NON STERILIZED MILK

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## 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 "School-lunch" 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.

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

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## Credits:

**Country:** Japan

**Year:** 2012

**Agency:** ADBRAIN Inc.

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Other images:

