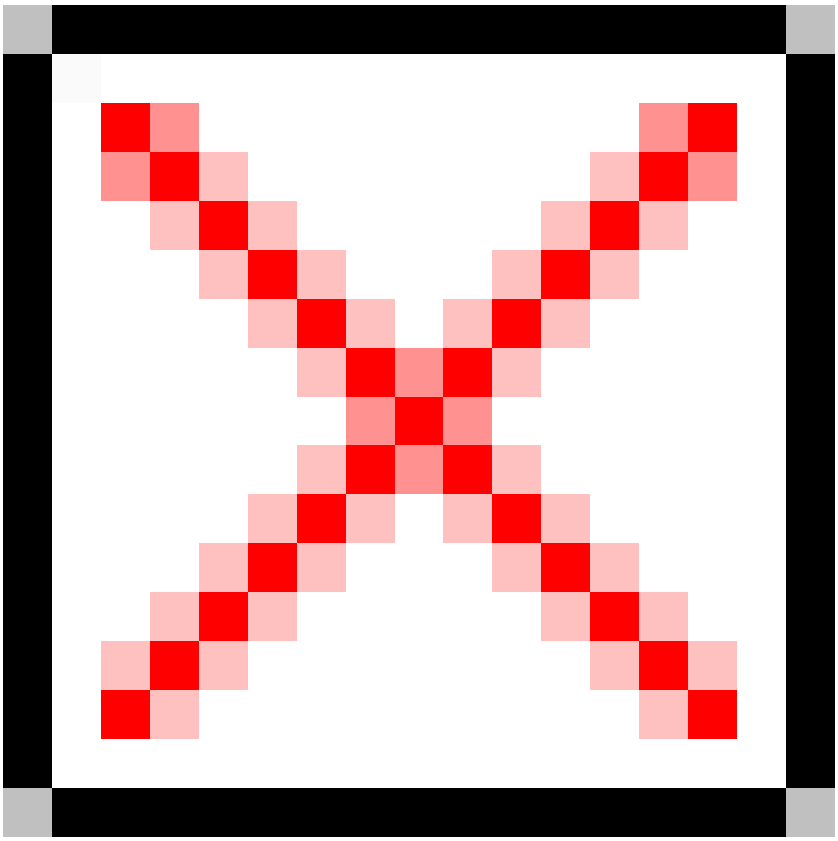
RECIPEASE



Properties list:

information about use
end-user packaging
range of products
new product
other food
folding carton
cardboard and paper
playful
contemporary
die cut
identity by pictograms

Recipease is an original food outlet developed by Jamie Oliver. Williams Murray Hamm created the new retail concept for ?food explorers?, targeting customers who get excited abou t preparing and learning to cook food. To communicate the sense of meal assembly by telling a story, the consultancy devised the idea of an Airfix-style food kit, and used illustrations to create a witty language that talks about good food and how easy its is to cook.

Reference: http://www.creatingdifference.com , http://www.jamieoliver.com/recipease

Credits:

Country: United Kingdom
Year: 2009

Designer: Williams Murray Hamm

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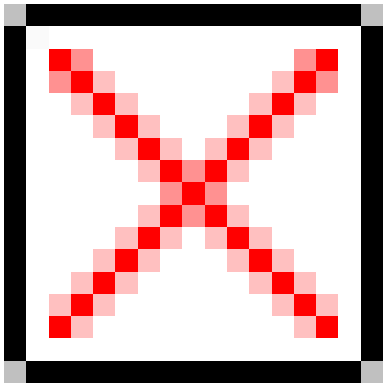
Other images:



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