MILK



Properties list:

end-user packaging
information accessibility
single product
concept
milk
gable top
polylaminated
contemporary
unusual visual association
unusual structural association
identity by shape

Milk Packaging by designers Julien De Repentigny and Gabriel Lefebvre offer a unique take on the design of milk cartons by having the package formed like as an alphabetical representation of the product itself. A 2-liter cardboard representing the product in its simplicity and purity through word and image.

Reference: http://www.visualadvice.com/index.php?/milk-packaging/

Credits:

Country: Canada
Year: 2009
Agency: Visualadvice

Designers: Julien De Repentigny and Gabriel Lefebvre

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