MOUNTAIN MILK

Properties list:

end-user packaging
single product
concept
milk
additional structural elements
bottle
cardboard and paper
glass and ceramics
minimal
historical, traditional
hand-made
identity by shape
transparent
identity by typography
photo to evoke

"I just finished two years of graphic design study, and this was my final exams. The brief was to make a packaging design of something you love.

I love milk - so my choice of product was easy. How would a milk look like if it was exclusive was one of the questions I asked myself. I think this is how it should have looked if Norways biggest milk retailer launched a milk to be sold internationally."

Reference: http://www.behance.net/gallery/Tine-Melk-Mountain-Milk/4262213

Credits:

Country: Norway
Year: 2012

Course: Graphic Design Degree

Student: Anders Drage

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