

Fourth Village Provider

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I have been approached by 'Fourth Village Providore' located in Mosman, Sydney with a brief to create a range of packaging. This restaurant has a delicatessen located at the back of their building with a range of food items; specialising in small goods, meats, cheeses and antipasto. They wish the packaging to include a calico tote bag, wrapping paper and brown paper bags. They have specified that the packaging must be created using sustainable materials, and have a sophisticated vintage, French aesthetic. They would also like to see the design utilised on other applications such as an illuminated shop sign, an apron, and an A – frame sign. However, the focus should be on the packaging design.

I began this process by researching different packaging designs of various food and non-food products. This allowed insight into different marketing approaches and helped me identify which techniques would be the most beneficial to me, as I adhered strictly to the 'Fourth Village Providore' design brief. I was particularly inspired by the contemporary packaging designs from Lucia's Italian restaurant located in the Adelaide Central Markets, and paper bag designs from artist duo Yani & Guille. Lucia's packaging designs features drawings of the traditional Italian foods sold in their shop. The images are bold and use bright colouring and thick lines to create eye-catching imagery that entice the customer. I was inspired by Lucia's wrapping paper, however, the drawing style I used for my design was much more detailed and refined. The artistic duo, Yani & Guille, created sophisticated packaging designs for a French restaurant Le Blé that featured black and white calligraphy script and hand drawn illustrations to convey the brand's personality and its traditional French cuisine. I was inspired by the specific food produce that the artists drew upon and featured many of the same items in my own designs, however they were drawn in a different style.

I believe that my final piece successfully adheres to the given brief and succeeds in fulfilling each of the requirements. My design was centred around creating packaging which was attractive and reflected the foods sold within the shop. The use of black and white complemented the vintage, French aesthetic. In accordance with the design brief, a range of different French foods were individually sketched to form my different packaging pieces. Communication with the printing business proved difficult as I wanted to make sure that my final design was captured in the way I envisioned be, and that my final product was of the highest quality it could be. When printing the final design, I further experimented with the

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placement and sizing of my logo and sketches, to make sure that the proportions were appropriate for the size of the tote bags and paper bags, and that they would be appealing for customers to purchase.

I am extremely pleased with the presentation of my final design as they were sophisticated and presented the elegant and vintage aesthetic I wanted to achieve. It was challenging to create a piece that required such a fine level of detail without being too busy. However, I believe that I have successfully filled the requirements of the brief as I have created a range of elegant, practical, visually appealing packaging concepts. I have concluded that the insight gained from thoroughly researching the different styles and packaging designers is invaluable when developing creative and unique ideas.