



Concept

In daily life there is decreasingly free time for essential things such as eating and Fast Food gets daily companion of many busy people. We forget to appreciate and enjoy our food and often eat alone, because there is no time to coordinate with others. People should celebrate and enjoy food together as a timeout of their busy life and allow themselves to pause.

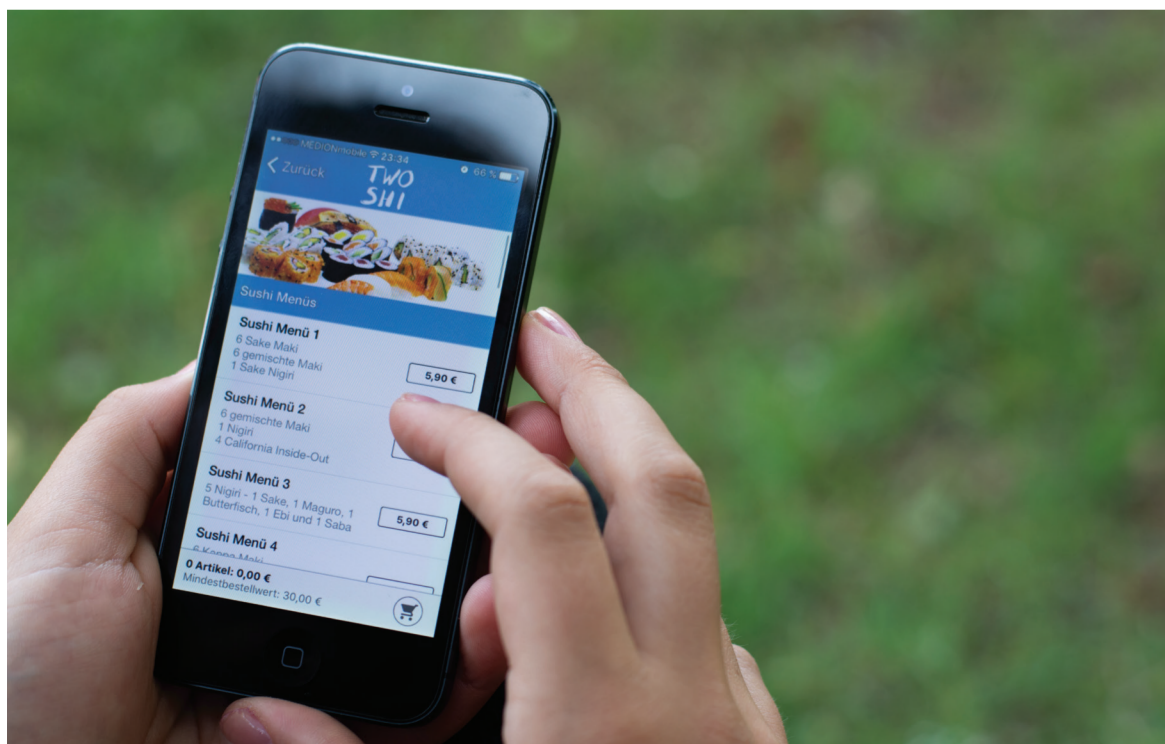
Key Features

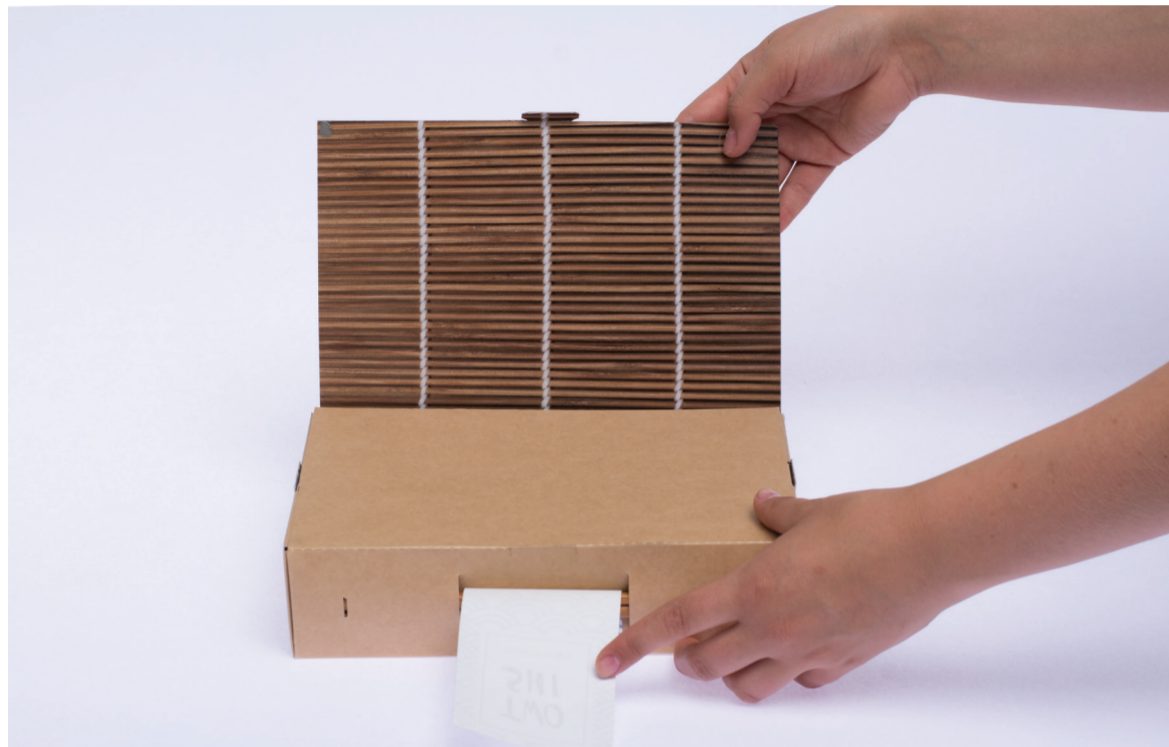
The inside unfolds Japanese culture to attract the customer with all senses. This experience shall emphasize the quality of the product and invite the customer to pause for a moment and to appreciate their food.



Consumer Marketing

The packaging differs strongly from conventional sushi packaging primarily because of its sustainability, important for a society that focuses on its ecological footprint. Dinnerware gets unnecessary what means less effort and work for the customer.



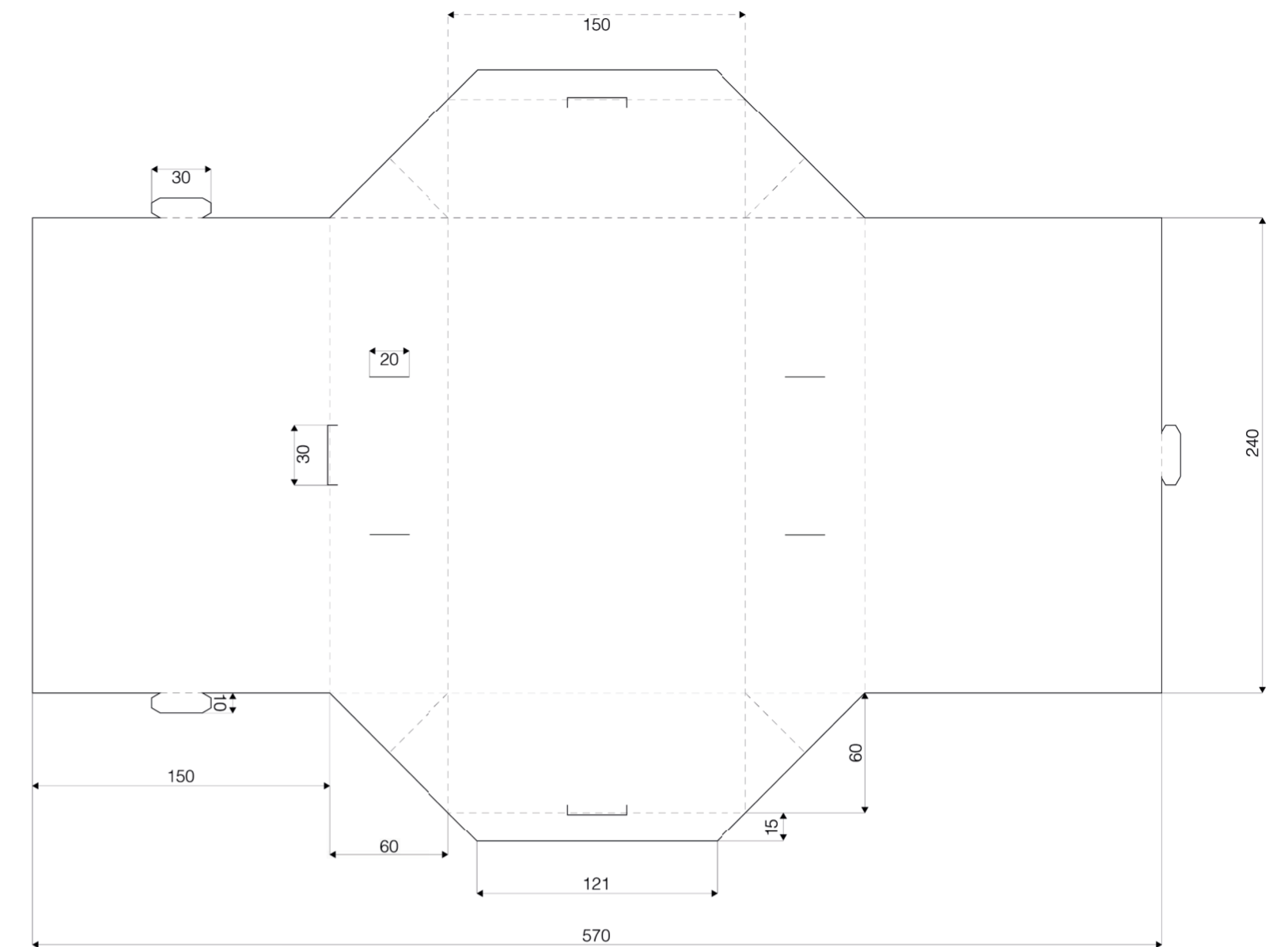


Structural Design

The packaging is stamped in one piece and works by folding technique without adhesive. In flat condition it can be stacked very space saving and as needed it is assembled within seconds. Perforation affords to modify the packaging and cut off the bamboo mat to make the dinner more enjoyable.

Sustainability

The packaging is very easy to produce with little effort, so that much energy can be saved. It is a material-saving solution that offers an alternative to conventional sushi packaging which is often made of plastic. The cardboard can be recycled or even reused after it is wiped off.



Graphic Design

The graphic design of the packaging is inspired by Japanese culture. It creates an association of the sea, fish and Japanese dinnerware typified by the traditional wave pattern. The bamboo mat reminds on the traditional way to prepare sushi.

