



# Faraday Packaging Project

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# The Brief

Design a **revolutionary** and **ground breaking concept** for either a new or existing everyday food or drink product of your choice. Ideas should be **innovative** and as **unique** as possible, and not currently available in the format, materials or design on shelf today. They should also focus on **sustainability**.

**pro2pac**

the complete food and drink  
processing & packaging event

17-20 March 2013 · ExCeL London

# Some questions

- What is packaging?
- Why do we need packaging?
- What materials are used to make packaging?
- Household sizes are shrinking, homes are getting smaller and household budgets are being squeezed
- Mobile devices are an increasingly important part of our lives, how will this impact packaging?
- The state will force corporations to become more responsible for consumers
- Over 55's are becoming the most coveted and influential demographic for marketers
- One-size-fits-all is dead, consumer want the ability to have some sort of input into what they buy

# Two Paths

- Kansei
- Angkasawan



Nestlé embraces the Kansei engineering / design method for a better emotional connection with consumers



Kansei applied on Black Magic



Who has no choice but to eat packed foods?



Cooking Aboard the International Space Station



# Choices

## Kansei

Evoke an emotional response to the foodstuff being packaged.

## Angkasawan

Malaysian Food in space, FIS.