



# Packaging Design as a Cultural Sign

*Edwin Visser*

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## **Packaging Design as a Cultural Sign** Edwin Visser

In local supermarkets one gets not only aware of eating habits and flavour preferences.

Also the choice in the different categories and the mix of international and local brands tells something about consumption patterns. Packaging doesn't conceal but rather reveals a country's culture. In this book the culture of totally different countries from almost all continents are presented by day to day products, all available in the local supermarket.

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