Featuring Design Positive

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Featured here are some of Mr. Lambert’s recent work with explanations in his own words…   Vietnamese folklore tells us that a benevolent dragon resides in each of the nine months of the Mekong River. It is in the hillock areas of these fertile Delta lands that the unique strain of dragon blood rice grows full and lush.   The rice is Eco friendly and Fair Trade. Furthermore husking, sifting and packaging are done by local villagers creating additional employment. It is also healthier Rice; during the husking process, the bran layer is only partly removed, as it is within the bran layer that the majority of beneficial nutrients are stored.   The simple design balances with the traditional illustration (by the brilliant Andrew Denholm) which uses the Mekong river to weave the journey of rice as it is grown, harvested, transported and sold. Mekong Red Dragon Rice is available to buy in supermarkets in Vietnam from April 2010. It will also available online at www.xanhshop.com.   Mekong Red Dragon Rice was acclaimed on thedieline.com, lovelypackage.com and creativeroots.org. It also made the showcase on the prestigious designanddesign.com   Packaging work for Xanh (meaning green in Vietnamese), Duck Rice is their first product. Very simply, rice is grown as naturally as possible, the ducks live in the paddies and their everyday habits keep the crop fertilized and free of pests. Xanh also promote a fairer deal for farmers. The clean fresh packaging echos the philosophy of the product. A wonderful coincidence allowed me give them a duck in the typography.   Duck Rice was featured on the CR feed, lovelypackage.com, thedieline.com and given 5 stars on packagingoftheworld.com. It is to be featured in a new book Green Graphics by Index books. It was awarded the prestigious design of the day (25.05.10) on designanddesign.com and will feature in their book of the 2010.