Cyan in mist

--- Sustainable packaging design for Chinese tea

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Abstract

Packaging is a topic under debate and scrutiny in today’s society, due to its obvious environmental detriment – but also the business opportunities – tied to minimizing or even eliminating packaging.

therefore, in this thesis, the aim is to introduce Chinese tea culture to the Swedish through packaging design, By tea culture studies and surveys of the Swedish market, with less is more, and minimalism design theory to design elegant and Sustainable package. With this design, convey the Chinese tea ceremony culture and Zen philosophy.

Through the study of Chinese tea culture, then analysis current tea packaging on Chinese and Swedish markets, from the structure, color, material…every aspects of packaging design to show the Chinese tea culture in the Swedish market.
According to our respondents and theory, packaging is a big component in a brand's marketing strategy and to communicate the brand’s message and values. Marketing information can be designed into visual elements that are used on the package to communicate a message which could speak out the consumers' emotions. But packaging is a topic under debate and scrutiny in today’s society, due to its obvious environmental detriment – but also the business opportunities.

So, how to balance the commercial and environmental those two aspects and how to express sustainable design in my project, is the major issues I have to figure out.

Key words: Chinese tea culture, less is more, sustainable packaging design, graphic design, Zen and tea ceremony, tea business marketing
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1. Introduction

This chapter first gives a brief introduction and presentation of result and then goes back to beginning to introduce my personal background and motivation about why I choose chinses tea package design as main topic to work with.

Packaging can play a very interesting role in the success or failure of a product. Its success depends a lot on how it is designed by its creators. While some people see it as a mere safeguard that has the sole purpose of protecting a product, others argue that the life and identity of the product lies within the package design. It has the power to influence your choices, and with its carefully thought-out aesthetics can affect your emotions. It can bring your memories to life with its colors and can shape culture with its form. It is creation of a product's personality and influence on human
emotion that has sparked our curiosity to explore the subject of this essay.

"[...] packaging is a very important element of the marketing mix. The pristine packaging, color-coded and designed by professionals to be the silent salesman of the brand undoubtedly has considerable impact on the purchase decision." (Roper and Parker, 2010)

In this chapter I will briefly introduce Chinese tea, stand on the level of social, economic and commercial perspective and my personal background the motivation to elaborate why I choose to work on Chinese tea packaging design.

1.1 Brief project description and presentation of results

This project is designing a way to express Chinese culture for the Swedish, specifically, Combined with
my own professional background, which is graphic design and curatorial experience, in this project. It is creating a series of tea packaging design in different theme, for example, the climate, and the geography environment is the most important condition affect the quality of tea, and the tea appliances is also very meaningful and important part in Chinese tea ceremony, I would use climate, geography environment and tea utensils this three themes to design tea gift box respectively. This packaging is not only concern about visual, but also pay attention on the needs of the market, to achieve the sustainable design. As a result, in the graduation exhibition I will use my curatorial experience, let the visitors not only can see the tea packaging products, but also can have a comprehensive understanding of the tea culture with visual, tactile, auditory in my exhibition.
1.2 Personal background and motivation

China is currently the world's largest tea-producing country, tea plantation area is up to 4316 acres. A total of 21 provinces (autonomous regions and municipalities) 967 counties, cities cultivation and production of tea. National tea area divided into four: the southwest tea area, the south tea area, the north of Yangzi river tea area, and the south of Yangzi river tea area. (National Tea Industry Technology System of Industrial Economy Research, 2016)

From my own perspective, in different cities, different regions of China, people has completely different way to drink tea, which has different culture personalities. Guangdong people drink tea and eat refreshments in the morning, is considered the beginning of the day. Sitting in the alley, people in Beijing chat and drink tea with big bowls, people in the southern region like to
put sweet milk into tea... it is like Swedish fika, It is a little things of life, but it is also a philosophy of life. Tea is also a taste of home for the Chinese people who living and studying overseas, it runs through every Chinese daily life.

From the social perspective, after 1978, the Reform and Opening of China, more and more western culture went into China, Starbucks coffee, costa coffee, and many other fast-food cafe settled in China. But when I came to Europe, I haven’t found that even one tea bar or tea shop in Europe. With the rapid growth of Chinese economy, the soft power (China's culture) also quietly affect the world, "Soft power" means the international influence, the culture, social system and development model of a country. China's much-noted economic progress has been accompanied by a steady expansion in its cultural and diplomatic influence globally, especially in the developing world. This growth in this
so-called soft power has been apparent in Southeast Asia for a number of years. (China's Soft Power Initiative, 2006)

China is the fastest growing and most dynamic economy and is becoming one of the most important markets in the world. With a total population of 1.3 billion and a Gross Domestic Product (GDP) of US$10.2 trillion, China accounts for 12% of the world's GDP. Luna & Gupta (2001) noted that the key factors contributing to the significant economic growth in China encompass:

Integration into the global economies and export growth; Being the world manufacturing hub; Expansion of China's domestic market and inland China growth; and Commitment to the World Trade Organization (WTO).
To excel in China, the understanding of Chinese culture is important. Culture is human activities and environment where sets of values and norms followed by a group of people with inherited ethical habits that are symbolic, meaningful and identifiable whether abstract and material (Blackwell et al., 2007). It is to be noted that every form of the culture elements (materials, social institutions, beliefs and value systems, aesthetics and languages) cannot be viewed singly as they are intricately intertwined as each has its synergistic effect with the other.

From the economic and commercial point of view, Researcher Ma Wen Bo, the Chinese economic experts who is working for Handelsbanken said: “China recently released third-quarter GDP growth rate is 6.9%, which is a healthy signal for China. He said “that no country will maintained the economic growth at above 7.5% in a long-term. Even 6.9 percent growth
for the rest of the world is already very striking. Now, the Chinese president is visit the United Kingdom, the United Kingdom expressed their willingness to become China's largest trading partner. I think the Swedes should establish closer and long-term trade partnership with China.” (People's Daily reporter, 2016)

Standing on the view of life style, Asians are more into the cultural heritage in tea to form a unique Orient "tea culture." The reality of the tea packaging design emerged mostly cultural characteristics of the Chinese nation, reflects the cultural connotation of the tea itself. However, there are also many problems, such as brand awareness is weak, excessive packaging, similar and imitate design, lack of culture.

And this years, European consumers are increasingly looking for more ‘natural’, healthier and authentic products and are becoming more aware of health issues.
As a result, large tea distributors use marketing slogans such as ‘green tea is good for digestion’. Green and herbal tea are considered healthier than black tea.

### 1.3 Aims and purposes

My aim and purpose start from people’s need of more sustainable and healthier life. My project aims to enhance the sustainable relationship between industrial production and agricultural cultivation. On the one hand, to let Swedish people understand more about Chinese tea culture, on the other hand, through this project, I could study and research then develop sustainable package design solution.

In modern Western society, people's life are fast-paced, so the fast food is very popular, they use the drink or tea to solve the physical needs. But the Chinese people drink tea, is a kind of mental and physical condition, a
perception of life. In China, long before tea became the beverage of choice and a way of life, it was considered a medicinal staple. Tea was not only a treatment for individual illnesses, but was also a general health tonic, said to promote long life and vitality. Even today, in traditional Chinese medicine, green teas and pu-erhs are prescribed for a variety of complaints, especially as modern research has come to support many of these claims.

Tea was also used by those wishing to achieve better results while meditating, and became popular with Buddhist priests who later introduced it to the aristocratic circles. For some time, only people of high standing in the imperial courts and these select priests were able to drink tea on a regular basis. But later on, tea became more widely available to all people, and the lower classes were finally able to enjoy tea more frequently. But most of the Western people are lack of
awareness of Chinese tea, it is difficult for them to understand the Chinese tea culture. In fact, some Westerners had a wonderful impression about the ancient and interesting Chinese tea culture, has recognized drink tea is more healthier than coffee, tea has big potential in the Western market.

By design the tea package to convey Chinese tea culture in Sweden and increase penetration in the Swedish market, also promote healthy, elegant new lifestyle.

1.4 Delineation of field of study

Zen and tea ceremony

My project focus on the same value with zen philosophy. The benefit of zen is reducing people’s mental fatigue, irritability stress and blood pressure
and improving self-esteem and mood. As well as work for ‘emptiness’, my project takes care of people’s aesthetic taste and also considering about social environmental issues, by restoring the connection between culture exchange and sustainable design.

Form is emptiness, emptiness is form (urban dictionary, 2004). Attitude means everything. Chinese people believe that one’s state of mind or attitude can be passed really easily to the others. That is why before actually performing the tea ceremony one needs to relax first, think about positive aspects of life and be at peace with himself or herself and with the entire Universe. The entire tea ceremony needs to be done in a calm and relaxed manner to truly create a peaceful and unique Chinese tea ceremony. Zen is a way of being. It also is a state of mind. Zen involves dropping illusion and seeing things without distortion created by your own thoughts.
The philosophy of Zen, is the thoughts of Confucianism and Taoism, these ancient Chinese wisdom is emphasize on “harmony” also like the characteristic of Chinese personality which is reserved and peaceful. This is what I want to use in my design, Buddhism is very oriental elements, totem and philosophy of Buddhist contains all the wisdom of life, in today's Japanese design, Zen is a very important design thinking. However, for Swedes it is still kind of a very fresh element, has the mysterious oriental atmosphere.

Zen is not an easily explained religion. At times it seems elusive or contradictory. It differs from other types of Buddhism by focusing on the individual’s inner spiritual experience, and on achieving satori. Satori is “the unfolding of a new world hither to unperceived in the confusion of a dualistic mind.” (D. T. Suzuki, 2013)
"Tea ceremony" is the translation of “Cha Dao” but it is not the best translation which literally means "tea way" ("Cha" means "tea", "Dao" means "way"). Cha Dao in Japan also called cha no yu ("tea hot water") isn't a ceremony involving tea. It is just tea; just this moment, fully experienced and appreciated. Through meticulous attention to every detail of preparing and drinking tea, the participants enter into a shared, intimate experience of tea.

In this project, the performance of Zen and tea culture is coherent, from the visual identity to the packaging design to convey Zen and tea ceremony culture.

1.5 Delineation of project

Packaging is the most important point-of-purchase merchandising tool in the marketing mix, it can also be
used to communicate a brand’s message and values. This project offers a sustainable package solution through a package design which makes users to not only chasing the aesthetic of design, furthermore, get the understanding of Chinese tea culture (zen philosophy)

1.5.1 Packaging design

It is not only can the product deploy countless cover messages, but the design of the package also enables the consumer to identify certain symbolic cues that differentiate the product from competitors. Identification sets the foundation for good packaging. The package might need to speak to millions of people, and there has to be a strong connection between the brand and the package. It is not so much about having the best personality, but staying true to your brand's personality. (Viktoria Alervall, 2013)
1.5.2  Brand and Branding

The brand is a company’s most valuable asset. For most brands, recognition is everything. The brand communicates a universal reference point and can be accompanied by a certain logo and colors. While a product and the shape and size may change over time, the brand remains the same. A brand can only exist through communication, and in today’s competitive market, marketers need to take a sharp look at their brand’s promise and how to bring it to life. When building a consumer's trust, every feature of the product needs to be consistent with the brand. A brand's personality needs to conform who it is, while the audience’s perception and the intended reality must overlap each other. The better this is achieved, the more the brand stays strong and true to its message and values. Brands that do the opposite, create a distance between perception and reality, will automatically
become weaker and the audience will discover the inconsistencies. (Randall Ringer, 2009,)

In this project, pay attention on Buddhist Interpretation in Chinese tea culture, design a gentle, elegant and high recognition identity packaging design. Also pay attention on people's emotions, connect emotionally with the brand and provides something that the customer wants, desires, or needs.

The principles that govern Zen Buddhism cover all dimensions of life, including of course, design and architecture. The temples and gardens representative of Zen culture in China embody the concept of Buddhism. An elusive, empty term, that nonetheless alludes to beauty, elegance, imperfection, complexity—but also simplicity—and the natural state of things.
1.6 Formulation of question

The key question I formulate in this project and the major issues I have to figure out is “How to use visual language to convey the Chinese tea culture, how to balance the commercial and environmental those two aspects and how to accomplish sustainable design in my project.” Exploration of this question helps me to consider sustainable in every aspect of the design and helps me to deeper understanding of Chinese culture and Zen culture.
2. Theory

As the aim of this thesis is through the visual design, to introduce the ancient Chinese tea culture and tea to the Swedish, towards a more sustainable and empathetic share of knowledge, different theories have been used as base for this study, also as a way of directing interviews and connecting to other theories and methodologies.

2.1 Contemporary packaging

In the 21st century, the role and the meaning of modern packaging have been a big difference from the traditional packaging. Modern science and technology is into package, aesthetic pleasure, cultural connotation in one of the complex, which also has the dual function of protection and promotion.
Modern packaging play a great role in promoting for a brand. First, the packaging design can effectively expand the brand's visual identity. Packaging as an end product design, corporate and consumer direct communication vehicle. Imaginative, creative packaging design can be presented to the consumer at close range.

Second, the packaging is designed to establish a brand image. Supermarket, which made the task of packing as the "silent salesman". In a way, the package will directly affect the brand image in the minds of consumers. At the same time, the packaging is the most direct and effective means to establish a brand image.

Finally, packaging design can strengthen the brand's personality. Emphasizing the era of personalization. Modern packaging needs environmentally friendly packaging, the packaging itself must be easy to be
processed and recycled, can’t waste of resources, constitute public nuisance, should be guaranteed for personal safety.

In regards to the packaging as a ‘sales agent’, the furniture giant IKEA has never worked with traditional packaging. IKEA is a so-called ‘branded house’, rather than a ‘house of brands’, which is the case of a local supermarket or kiosk selling mainly other brands than their own. This means that IKEA’s branding and sales strategy is built on promoting the entire IKEA brand, rather than individual brands competing with each other on the display shelves.

IKEA has barely any products with an external brand – even their food items are branded with IKEA. Their packaging strategy is minimization, of which the entire business idea relied on disassembled furniture in flat packages, easy to transport and stock (Dahlquist, 2006).
Packaging is the most important point-of-purchase merchandising tool in the marketing mix, it can also be used to communicate a brand’s message and values. Not only can the product deploy countless cover messages, but the design of the package also enables the consumer to identify certain symbolic cues that differentiate the product from competitors. It is arguably said that customers, “buy the package and use the product” (Nickels and Jolson, 1977).

Therefore, it is easy to say, packaging is more than a container. The first two basic aspects of a package are that it must protect the product and it must be feasible cost-wise. After that, the package must be adaptable for the shelf space in the store. A package must be easy to handle, store and stack. Evaluating these steps, the design team can decide how to create the actual package, where practical and eye-catching solutions
are ideal (Lane, 2010).

In this project, identification sets the foundation for good packaging. Another aspect, which is particularly significant, is the personality of the brand itself. Zen theme in this subject, with oriental style packaging is not common in the Swedish market, is the unique brand personality.

2.2 The aesthetic form of Zen

Although aesthetic tastes may vary, most people aspire to elegance and simplicity, two of the hardest attributes to accomplish. Zen, with its millenary tradition, inspired in the rhythms of nature, meditation and silence, is indubitably a good starting point for those who wish to reflect upon ideal harmonic designs, in this manner, attributing space not only with an aesthetic dimension but also a liveable one. I will
present the 7 basic principles to take the Zen philosophy into the sphere or design,

1. Austerity

The concept of zen philosophy is the importance of absence and omission. This refers to the effect has on space. Bare and non-ostentatious but at the same time focuses and clear. Only what is truly necessary should be added, thus giving place to the void and all its habitable potential — Limiting the decoration allows for the limitless to emerge.

2. Simplicity

Exemplified by the concept of zen philosophy, simplicity suggests that beauty and usefulness should not be expressed excessively; it is not necessary to gloat or to decorate exorbitantly. Thus a feeling of
freshness, order and cleanliness is achieved. This very characteristic seems to appear in Apple products (Steve Jobs was a known admirer of Zen Buddhism).

3. Naturalness

Expressed by zen philosophy, naturalness in design seeks the equilibrium between being a part of nature and at the same time, different —architecture that adapts to its environment also incarnates simultaneously artistic intention. Incorporating natural light, vegetation, wind and topography to the design, with a single intentional trace or a subtle symbolic presence, is a rhythmic distillation formula characteristic of the highest art form.

4. Subtlety

The importance of not revealing everything in a single impression. Insinuation, imagination and seduction of the forms that do not fully reveal themselves exert on
the viewer a magnetic power. Again facing the vices of excess, subtlety allows perception to become more acute and access higher states of consciousness —by not being burdened with the excess of information.

5. Imperfection, asymmetry

Nourishing itself from paradox, the idea behind the Zen concept is communicating nature’s symmetry by framing it in an evidently asymmetric and unfinished design. It is the glance, in an act of *gestalt*, which provides the work with the missing symmetry, thus participating in a creative act and making the aesthetic experience an immersive one. So Zen leaves space open for co-creation.

6. Break in the Routine

Not just in terms of the finished piece but also for the creative process, the concept calls for a rupture with conventionality. Zen emphasises the opportunity that
accidents and out-of-the-ordinary events represent. This can be translated in the general planning of the space or merely as inspiration for it.

7. Stillness

The principle of zen takes the properties of meditation and transports them into design. Meditation is one of the great tools to achieve calm, concentration and encourages states of great alert and creativity, hence a source of inspiration for design. Physical spaces are an inseparable reflection of mental states.

2.3 Less is more

Simplify the design, less is more.

These little words of wisdom can be applied to pretty much anything in life. But it is best applied when talking about good design. Whether you are designing a series of print ads, business stationary or the specs
of your product’s packaging, less is ALWAYS more. A simple design is way more attractive than an over-crowded and jumbled mess on a grocery store shelf! Giving your design space to breath allows you to present your brand to the consumer in a visually pleasing way. You don’t want a potential buyer to pick up your package or read your advertisement and not understand what your brand is saying. Following the “less is more” rule is critical when designing because the base of graphic design is communication. If you complicate what you are communicating than your message will never be read and your brand will not be as successful as you dreamed.

Less is more theory not only fit the Chinese ancient Buddhist philosophy, but also to adapt to the requirements of sustainable development of society today, with the decrement design to express complex
design language, simplified graphic design and printing, packaging and the structure.

From the packaging structure, sustainable development requires packaging designers to give up too much emphasis on the kind of product or packaging unconventional appearance on the practice, but will focus on the true meaning of design innovation, in a responsible manner to create product form, more concise, lasting shape to extend the life of the packaging.

Based on customer requirements to conscious design through every aspect of the entire packaging design. Modern packaging design is not only a commodity but also a work of art, appropriate packaging is necessary, but excessive packaging waste a lot of resources, pollute the environment.
So advocate simplifying the packaging, to avoid unnecessary decoration, packaging materials can reduce the consumption of resources and avoid waste.

2.3 sustainable packaging

Sustainability within package design is the continuous theory and goals in the whole project, applying ideals of sustainability in product design from selections of raw materials, manufacture, to the delivery marketing, use and abandon, design for reuse and recycling, renewability eco-design, sustainable technologies and so on. I am also consider my design in the whole life cycle of products which is from sourcing, manufacture, and distribution to the phase of use and end of life.
2.3.1 Sustainability + Innovation

Innovating for sustainability involves making intentional changes to organizational products and processes that produce environmental and social benefits as well as economic value.

As designers, however, we can be certain that if we are to improve what we make, reduce our impacts, and create a better world, we will need to rethink the way we design at every scale.

The Sustainable Packaging Coalition (SPC) envisions a world where all packaging is sourced responsibly, designed to be effective and safe throughout its life cycle, meets market criteria for performance and cost, is made entirely using renewable energy, and once used is recycled efficiently to provide a valuable resource for subsequent generations. (Packaging Guidelines,
Indeed, the quest for sustainability is already starting to transform the competitive landscape, which will force designers to change the way they think about products, technologies, processes, and business models. The key to progress, particularly in times of economic crisis, is innovation. By treating sustainability as a goal today, early movers will develop competencies that rivals will be hard-pressed to match. That competitive advantage will stand them in good stead, because sustainability will always be an integral part of development.

### 2.3.2 Benefits of sustainable packaging

While benefits of sustainable packaging might be obvious from an environmental perspective, for
example reduced waste and resource conservation, it should also provide economic and social benefits. Economic benefits can include:

1. Cost savings through more efficient use of materials;

2. Value-adding in the supply chain: supply chain audits can highlight unnecessary costs or in efficiencies associated with packaging design

3. Regulatory compliance: investments in the evaluation packaging systems will help to identify opportunities for ensuring compliance with increasingly stringent regulations in Europe and other markets.

5. Closer relationships with customers and suppliers – the search for solutions to environmental. Challenges in the supply chain, for example the development of recovery systems for used packaging, can help to build stronger relationships with customers and suppliers.

In this project I will play a central role in making the vision of sustainable packaging a reality. As designers, continue to innovate, to meet and exceed my performance in the new categories introduced by sustainability. Through sustainable thinking, Designers can consider the social, political, economic, cultural all aspects in the design process, then resulting in better results. Always put the question “how to achieve the sustainable design” at the first step of the design process.
2.6 Design methodology

In this chapter, I will present the research design and method as well as data collection, data analysis and scientific criterions.

2.6.1 mind mapping

A mind map is a diagram used to represent a number of ideas or things. Mind maps are methods for analyzing information and relationships.
In my design process, I am firstly is Start collecting my information, then choose visual models according to the type of information I need to display.

Use this method, I am mapping some information about tea, the smallest circle is for the general public perception of tea, tea is a drink, followed by refreshments are also part of tea culture. The middle circle is the views of designer to explore tea potential, such as research on the type of tea and tea flavors market research, as well as design and brand promotion, product packaging design. The largest circles involved professional agricultural planting knowledge, technological innovation and business model innovation, as well as more professional-level economic and political history of research culture.

With this diagram, I find several aspects that I want to
achieve which is based on my own interests and my background, because of I was study graphic design before, so I want to more focus on visual identity and packaging design, then I am concerned about material and sustainable on tea packaging design. Of course, I will also research on the history of tea, as well as the political and economic status of tea in today’s society. And the future development of tea culture and tea packaging design.

2.6.2 Through other eyes

Designing can take a lot of time. Sometimes, if you look at something too much, you become too fixated. At several moments in the process it might be useful to have a review from someone outside of the group. A fresh approach to the design. This method allows to get feedback on concepts by the target audience, allowing to modify the concept if needed.
2.6.3 research

Research is a tool made up of a number of questions. Questionnaires may be designed for statistical analysis. This is a primary research method.

Research is a method of collecting self-reported information from people about their characteristics, thoughts feelings, perceptions behaviors or attitude.

Through this method, I have learned a variety brand and types of tea selling in the Swedish market, as well as the market share, the trends and the future of tea. With this information I can better analyze the purchasing psychology of consumer.(see Figure 4)
Swedish tea market survey

Coop Sverige
ICA AB
Axfood AB
other retail organizations

Lipton tea bags account for 55% of market share
Import of bulk tea
China
Japan
Ireland

Individual brand
Restaurant
Culture marketing/sale
Civil organization

Focus on quality
Mechanisation in tea plucking solves labour shortage
Widespread sustainable certification for tea

Increasing awareness of health and wellness benefits
New materials and shapes for tea bags
Economic recovery supports growth in hot drinks

Data selection from CBI ministry of foreign affairs. Feb, 2015

Figure 3 Swedish tea market research
2.6.4 Paper prototyping

Paper prototyping is a quick and cheap way of gaining insight without the need for costly investment. Simulates the function but not the aesthetics of a proposed design. It is more focused on the broad underlying design ideas – such as content, form and structure, the ‘tone’ of the design, key functionality requirements, and navigational structure. (Benyon, David, 2010)

At an early stage of my design, involving people in the review of the general scope and organization of functionality. They are designed to be produced quickly, and thrown away as quickly.

2.6.5 Case Study

The Specifics of Arbor Teas Packaging: Creating a No-Waste Alternative for Your Tea
On Earth Day 2010, Arbor Teas became the FIRST tea company in the United States to deliver a full line of organic loose teas in backyard compostable packaging, with the release of this next-generation packaging, they at Arbor Teas advanced the environmental mission, continuing to lead the tea industry through our staunch commitment to sustainable business practices. For the first time ever, tea drinkers were able to compost their tea leaves and tea packaging together in their home composting system.

Then in early 2015, Arbor Teas began using a Fair Trade, compostable, hemp-based label adhered with a compostable adhesive. The addition of this compostable label and adhesive makes the entire package (label and all) backyard compostable.
The body of the packaging is composed of a cellulose film made from wood pulp sourced from sustainably managed, non-GMO trees. Most of the compostable packaging available in today’s marketplace is only truly compostable in industrial settings optimized for rapid breakdown. By contrast, the film used for Arbor Teas’ new packaging can actually break down in a backyard compost setting.

2.6.6 Literature Review and Qualitative Analysis

A literature review has been conducted during the thesis period, and has mainly covered sustainable packaging, packaging design and sustainability tools and methods (generally related to design and development when lacking the packaging aspect). The qualitative approach of the analysis of the literature review was carried out according to Eriksson (2013).
Eriksson points out that the primary focus of qualitative analysis is to find common themes of the data subjected to review. Sometimes the analytical units are relevant for more than one dimension/theme. After the dimensions/themes have been set, the data can be sorted and compared within the themes.
3. Context

In this section I will critically discuss the appropriate Social, economic, ecological and cultural contexts within my project, the changes I hope to facilitate, the questions I seek to raise.

The concept of sustainable development involves a number of areas, such as: the economy fields, social fields as well as cultural fields. The goal is not only to meet the needs of the contemporary development, but also to protect future generation survival and development opportunities. Therefore, the principle of sustainable development is to adhere to people-centered. In traditional design, only the needs of consumers taking into account, but they ignore the impact of design on the environment. However, in the context of sustainable development, designers have
begun to integrate sustainable design in conventional designs, and also take into account the environmental impact of the design. If the impact of the design on the environment is very large, it is necessary to make the appropriate adjustments.

Rapid economic development is a serious impact on human living environment currently, designers has duty to protect the natural environment. For designers, it should have its own awareness of sustainable development. In the packaging design process, designers should fully take into account the following: the packaging material can be repeatedly used, the use of packaging material meets the requirements of environmental protection, etc. By doing so, not only can promote the healthy development of packaging industry, but also promote the coordinated development of economy, environment and society context.
3.1 Ecological context

The production of tea can have adverse impacts on the environment if it’s not managed responsibly. For example, the incorrect use of agrochemicals can lead to soil pollution and/or contamination of water bodies. In addition, energy use associated with farming and the processing of tea can also contribute to global warming through the release of greenhouse gas emissions. Climate change, water scarcity, competition for land and rapidly-changing consumer markets are just some of the challenges facing the tea industry in the years
Figure 4 world’s tea market share of production and export

With world tea consumption expected to reach 3.36 million tons in 2010, while tea is produced in more than 35 countries, only a handful - China, India, Sri Lanka and Kenya - are responsible for almost three-quarters of production. More than half of the world’s tea is produced in China and India alone.
Many companies and organizations are starting to research on sustainable development in the process of tea cultivation, such as Unilever is helping to safeguard the future of the world’s tea supply by creating a research and development program to cultivate sustainable tea. The project, in partnership with Nature Source Genetics, will be initiated in our tea gardens in Kenya. It aims to increase tea crop diversity to maintain its ability to withstand drought, disease and pests. The climate and agricultural practices on the plantations in Kenya and Tanzania allow the tea to be grown without the use of pesticides. (Unilever June, 2012)

3.2 Economical context

The economical context is grounded in the sphere of marketing related to tea in Sweden. Tea is the world’s most popular drink after water. The majority of tea is consumed locally, in the country or region of
production. The tea sector is characterized by a small number of companies controlling the entire tea supply chain. 85% of total tea production is sold by a limited number of multinationals (IIED, 2014). Tea producers and laborers have very little influence as a result. EU tea packers and importers increasingly demand certified tea. The main sustainability issues are related to labor rights, soil erosion, water management, pest management and residue control, deforestation and poverty. The Swedish market is relatively small, making it hard to secure sufficient sustainability-compliant supply. The awareness of food safety is increasing in Asia, which may be a starting point for more sustainable production. (CBI, 2016) So, with this in mind, how can we tap into the opportunities within the Sweden market business environment?

There is also an overlap in the economic, environmental and social issues affecting smallholders
and large tea producers. However there are also a number of factors that uniquely bedevil the smallholder sub-sector, including low farm gate prices, poor extension services, poor access to credit and low level of farmer organization. Small tea farmers are mostly price takers, they has limited market channels, this tea company faced with overproduction and dumping problems and lack of extension services, poor farm practices and logistics they also lack of packaging and branding, are lack of competitive strength in the market.

With this issue, I want to reposition the brand and redesign packaging for Huangshan Yun Tian Yu Tea Company, by enhancing the visual image to obtain the market share for small-scale tea producers, so that more and more high-quality tea could accept by Swedish people.
The main stakeholders in this project are the retail stores, company (sell the products related to gift or tea), and customers, the product in this project positioned at the mid-range price, the sale platform can be cervera, lagerhaus, haga hem and some other similar companies.

For example, Lagerhaus is a homeware chain that offers its customers practical and inexpensive items with a unique design to easily refresh the look of their home. Since they first started back in 1996 the majority of our range has consisted of in-house designs and products.

You can find the unique products in more than 40 stores across Sweden and Norway. If you don’t have a store near you, they have online store. they deliver to Denmark, Norway, Finland and Sweden.

They are also keep contribute to a better society,
ensuring minimal impact on humans, wildlife and nature.

This brand in terms of grade of products or marketing concept are more in line with my design products, the commodity price interval at Lagerhaus is between 10 kroner to 1,000 kroner ranged, that's belong to the middle grade.

3.3 Social-political context

Social aspects of sustainability are quite broad, and from a business management point of view, it also involves adding a sense of self-fulfillment at a workplace by knowing that the company values human rights, takes responsibility for their supply chain and contributes to a more sustainable community. When it comes to social-political context, for most Swedes today, sustainability is a way of life, the core principle
of sustainable development is the members of one generation should act to conserve resources for future generations.

Sweden is the most sustainable country in the world, a ranking it earned for its use of renewable energy sources and low carbon dioxide emissions, as well as social and governance practices such as labor participation, education and institutional framework. Sweden is also the country that has a long history of innovation in packaging technology. In recent years, the country’s focus has been on innovative packaging solutions that are sustainable, a combination that helps to reduce food and packaging waste.

For instance, Swedish retailer, Ikea announced that it plans to replace its polystyrene packaging with eco-friendly fibre-based alternative. The packaging is set to
be biodegradable and easily recyclable for the consumer.

### 3.4 Cultural context

In culture context, put Chinese zen culture to today’s society, transfer to design language, the are many similarities with sustainable design.

Concept of tea culture and a variety of definitions, some people think that the definition of tea culture should be defined in terms of a large culture, tea culture is broadly refers to the sum of human society, created the substance wealth and spiritual wealth, substance as a carrier, reflecting the clear spiritual content, Correspondingly divided into four levels, namely physical state culture, mentality culture, behavior culture, system culture.
Physical state tea culture is the sum of the people engaged in tea production modalities and products, namely about tea cultivation, manufacture, processing, preservation, chemical composition and efficacy studies, and so on.

The mentality of tea culture refers to people in the process of drink tea conceived values, aesthetics, ways of thinking and so on. People pursuit of tea aesthetic appeal, it will be combined with tea philosophy of life, rising to the height of the philosophical formed of tea ceremony.

Behavior culture refers to behavior of people in tea production and consumption during established by usage, usually in tea ceremony, tea customs and other forms.

Institutional culture refers to the social behavior of
people engaged in tea production and consumption, such as tea governance, tea political. The tea culture study was considered is not a study of the growth, cultivation, production, chemical constituents and other natural phenomena, nor is it simply add tea to learn the history of tea and tea archeology, but the study of tea produced in the alternate process cultural and social phenomenon.

Put my project in the understanding of Chinese tea culture, The tea originates from China, and the Chinese have been drinking tea for thousands of years. Tea is often brewed using the meditative Gong Fu method. This very formal, ritualized approach to tea preparation dates back to the Ming dynasty (1368-1644 AD). The term "Gong Fu" refers to skill gained through practice - expertise derived not from learning but experience. While the term "Gong Fu" could signify the serious practice of any art form, such as the martial art of
related name (Kung Fu), Gong Fu Cha refers to the elaborate preparation of tea using miniature Yixing pots and cups. Yixing teaware is named for the purple clay it is made from, which hails from Yixing in China's Jiangsu province. Everything in Gong Fu service is small and delicate, placing emphasis on the elegance of the tea. Oolongs are the preferred tea in the Gong Fu ritual; they are steeped multiple times to highlight the evolution of taste as the leaves unfurl.

Tea taste a little bit sweet, bitter, slightly cold, is a traditional natural health drink. It has been found that contains more than 500 kinds chemical constituents in tea, the main ingredients are organic caffeine, polyphenols, proteins, amino acids, carbohydrates, vitamins, lipids, organic acids, also contains potassium, sodium, magnesium , copper and other 28 kinds of inorganic nutrients, The combination ratio between the various chemical components are very coordinated.
Chinese tea also have different types and effectiveness, for example, the white tea produced in Qing Dynasty (1796) it is a slightly fermented tea, after picking, people just drying it. It is grow in Zhejiang, Fujian province and it is good for liver protection, radiation protection blood sugar balance.

The green tea is an unfermented tea, it is known as the "national drink" it is grow in Henan, Guizhou, Jiangxi, Anhui, Zhejiang, Jiangsu, Sichuan, Hunan, Hubei province (north and south of the Yangtze river tea area), the effect is to anti-aging, good effect to Teeth, heart, skin, eyes can help to lose weight and fat. The dark tea and black tea are more than 400 years old history, is fermented tea, grow in Sichuan, Yunnan, Hubei, Hunan Province (southwest tea area) which is able to prevent of osteoporotic and cardiovascular disease, contained within an organic acid help to lose weight.
And the scented tea it was invented in 960 AD, Song Dynasty, its grow in Jiangsu, Zhejiang, Anhui, Hunan Province (South of Yangtze River tea area) Major varieties are Calendula, Lily, rose, jasmine and so on. The wide variety of scented tea has different effects such like whitening moisturizing, good for the eyes, adjust the endocrine.

Tea came to Europe in the mid-1500s, Swedish East India Company Import of tea in the 1700s, Chinese tea was rolled into the Swedish market, Swedish scientist Linnaeus also want to tree transplant tea tree in Sweden, However, due to the climate and soil species and some other reasons, he did not succeed. The boat "Gotheborg" (maiden voyage in 1739 — ran aground and sank in1945) carried tea from China to Sweden. It can be called "tea boat." This Swedish merchant ship in China not only took a lot of tea, but also introduced the Chinese culture to Sweden, promote the
understanding of Chinese culture, as well as Chinese Civilization. From ancient times till nowadays, there are a lot of business between China and Sweden. May 1950, Sweden became the first to establish diplomatic relations with the People's Republic of China in Western countries.

Since 1978 China embarked on the road of reform and opening up, the bilateral trade between the two countries has rapid development, From the early 1980's, the Swedish large companies began to conduct business in China, Chinese consumers increasingly Remember Ericsson, Alfa Laval, Tetra Pak and IKEA and other brands.

Today, at least 550 Swedish companies doing business in China. There are also many Chinese people to invest in Sweden. Since 2003, China has been Sweden's largest trading partner in Asia.
3.5 Current projects and contemporary work

Situation of Chinese tea packaging design

There are many different types of tea retail packaging, different packaging materials and structures can be combined in a variety of forms of tea packaging. Designed to be based on different needs, chose the appropriate materials and structures.

1. Tea bag

Pouch-type tea packaging are: composite film bags and paper bags. A composite film has good printability, excellent gas barrier properties, moisture resistance, aroma retention, and peculiar smell. Aluminum foil composite film is even better. However, the downside is: the protection is weak, tea bag can easily be crushed, it is generally as a low-
grade tea packaging.

2. *Tea cans*

Tea packaging cans are mainly lid pack structure, it was divided to cylindrical or square. Main materials: metal (such as: iron, stainless steel, tin alloy), pottery, porcelain, bamboo, wood, paper and other composites. The benefit of this packaging is easy access, tea pot will not be squeezed and good protected from light; but need more attention to packaging technology, higher packaging costs. So cans used for packaging small package or a simple gift wrap and individually packaged.

3. *Tea box*

Box-type is lining tea packaging box, carton and bamboo (wooden) box. Packaging structure are varied, some of them with ordinary clamshell, some are special and unique style.
Bamboo (wood) boxes usually fine workmanship, beautiful patterns printed on the surface, with good decoration, and it is very traditional Chinese culture, there is a strong market appeal. The main drawback in poor sealing effect, wasting a lot of precious timber resources.

I had research on internet and also get some inspiration from the daily life while I Sweden, for example, Kobbs is a 200 years history Swedish tea company, Always adhere no chemical fertilizers and chemical pesticides products, the graphic designer use the typical pattern of original source place to show the species of tea, such like the tea called “red sunset” on the package there is a giraffe and an red sun that clearly express this is a black tea, and with giraffe image shows the tea origin from Africa, They also use the recyclable materials as the container, practice of sustainable in every aspects.
There is another example from a Swedish design studio called Tomorrow Machine, they experiments with unusual materials to create revolutionary food packaging concepts. Pursuing the modernist principle of form follows function, Tomorrow Machine unites visual appeal with highly innovative and operational technologies to create both aesthetic and pragmatic design.

Their project “This Too Shall Pass” addresses the
increasing issue of environmental pollution and recycling. Using biodegradable materials, studio has created food packaging that shares the symbiotic life span with the food housed inside. Vividly colored and minimalist in shape, these concept containers for oils, dry foods and liquids disintegrate when the contents they store are used.

Figure 8: This Too Shall Pass, 2012. Rice package. – Rice Package Package made of biodegradable beeswax.
Figure 9: This Too Shall Pass, 2012. Rice package. – To open it you peel it like a fruit.

Besides their environmentally friendly attempts, Tomorrow Machine creates interactive product packaging to shape the innovations of tomorrow. Collaborating with Swedish research company Innventia, designers created self-opening and self-expanding packages based on the use of the 100% biodegradable material they developed together.

According to Tomorrow Machine, “this is the new generation of sustainable package design, using
materials that are both smart and environmentally friendly”. (via Packaging | Uqam)

Figure 10: This Too Shall Pass, 2012. Rice package.
4. Project and Process

In this chapter, I will describe, analyse and be critical to the different steps of my intended design process.

Design process for packaging

Firstly, I will go through the package designer's involvement in the design process and move on to describing the visual elements, which include some theory on package semantics.

2.2.1 research

The first step of a design process is setting a group of people who could keep in touch with by both social media and physical meeting, which helps to involve people earlier in project and carry out participatory design.

The Major concept of my project is to rebrand and to
design a set of environmentally friendly sustainable packaging to help the company to open the international market, to sell this excellent quality tea in Europe and dissemination of Chinese tea culture.

First of all, I did a survey with 20 Chinese people and 20 Swedes. I chose the Chinese people are who are living or studying in Sweden, they are studying in different major and has different personal background, but they both understand the Chinese culture and Swedish market, they are the microcosm of the two cultures.

Five questions contains the frequency of drinking tea, the awareness of tea types and effectiveness, as well as the understanding of the Chinese tea culture, through those questions they could help me to find the key word in idea generation.

The questions I had asked
Q1: do you drink tea?
Q2: how often do you drink tea? (when) & (where)
Q3: If under the same costs, you will choose simple tea packaging or more colorful tea packaging?
Q4: Do you think packaging design has an impact on tea sales?
Q5: What do you think is the most expressive symbol of Chinese culture? If you use a word or a figure, how do you express the Chinese culture..

From the participants answers it will be able to sort out the similarities and differences between Chinese and Swedes, for instance, the way of drinking tea, Chinese people like to drink pure taste without any flavored tea, especially like tea leaves, while the Swedes prefer tea bags or with a strainer to filter out tea leaves, they prefer to have flavored or scented tea and fruit tea. Among the Respondents, most of the Chinese knew types and effectiveness of Chinese tea and the common
types of tea is green tea, black tea, black tea, white tea and scented tea, By contrast, Swedes know more about English afternoon tea, Earl Grey, and black tea.

2.2.2 Stakeholders

I was chosen a small Chinese tea manufacturers, called Huangshan Yun Tian Yu Tea Company as the supplier, which is a family business, a total of ten employees, is responsible for all aspects in tea manufacture, such as cultivation, harvesting, production, packaging and sale, the company has entity shops, also have online shop.

SWOT Analysis of Huangshan Yuntianyu Company

Strengths: A long history of tea culture, good Planting Environment, the traditional cultivation techniques to ensure the quality of tea, occupies a certain market share in the Chinese market.
**Weaknesses:** Single taste tea, low production, the transport system is not comprehensive enough, the expansion of market outlets is difficult, it is difficult to open the market in a short time in the Swedish market, the need to be invested funds for brand promotion and publicity.

**Opportunities:** Having a strong brand image combined with cost efficient production system, the company has the opportunity to weaken its competitors without getting into any price wars. By working a bit more on taste enhancement, it can take away the remaining market share that is held by its rivals.

**Threats:** Big tea companies has more comprehensive product upgrade and branding, has enough funds to develop and produce, therefore, small tea company must be maintained on the basis of traditional skills, to achieve the technological innovation and brand
building.

The planting area is located in the yellow mountain where is AAAAA(Highest level) scenic area of China. They planted tea since their ancestors, and they use ancient techniques to make tea. Tea cultivation does not use any chemical fertilizers, and to eliminate pests they use solar pest control lights. It is 100 % organic tea. They are not use machines to pick tea, laborers are picking the shoots of tea leaves which is the most essential part, has the high nutritional value, and good taste.

The company has industrial production permit issued by the People's Republic of China, Also have quality inspection report issued by the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China, the report shows that this company's products, quality inspection qualified.
2.2.3 Design the Shape, color and Size

There is a common saying among designers, that form follows function, (Adhesives & Sealants Industry, 2011) though technological changes in materials such as
plastics has lead to new approaches in packaging where various design paradigms are incorporated into the package shape. Though there does not seem to exist conventional understanding regarding package shapes, many shapes are today part of the brand image, one of the most famous examples being the Coca-Cola bottle.

It is also important for producers to consider different dimensions of the package's shape when introducing new products. (Raghubir and Krishna, 1999).

In this project, I need to appreciate how visual elements communicate and create abstract perceptions in the consumer's mind. So within the design process, should convey various feelings according to the shapes of different objects. For instance, Tea gift box as a box, it is should pay attention to the function, but also as a gift it is necessary to focus on how to convey emotion.

When it comes to branding and packaging, color is crucial. Colors are often used to trigger sensory
reactions and emotions, and to prompt consumers to make assessments about brands.

For example, Chinese people like red and yellow, in Chinese tradition, the red represents joy, a symbol of warm, vitality, joy, enthusiasm; bright yellow is the Chinese emperor dedicated color, yellow in Chinese eyes have authority, glory, wisdom ,noble. Therefore, especially in the gift of tea packaging design more like red, yellow tone to the performance of festive packaging, distinguished. Gold and silver to the gorgeous, noble feeling, Chinese people often use it in gift packaging design, reflecting the premium, luxury.

Package color as a communication function is used to evoke expectations about a product, telling the consumer beforehand what the experience will be; in addition to brand and product quality Kauppinen-Räisänen and Luomala's (2010) study spotted that package colors serve as cues of product-related
information and consumption-related information (for instance, quality, trustworthiness, bodily imagery).

Finally it is important, as with all the design elements of packaging, to remember that package color semantics is also affected by social settings, cultural settings, and trends (Wu et al, 2009).

In the thesis, this methodology helped me how to select the suitable color in line with the character and temperament of the product, from the two angles which is branding and consumer markets to design color. Through visual elements a package can communicate a message that speaks to a consumer's emotions. Color is the visual element that both designers and marketers use to instantly grab the attention of the consumers and most effectively influence their emotions. Thus knowing the preferred visual element of the consumer group is the most important marketing information that
the professionals can have when influencing consumer's emotions.

2.2.4 Design the Materials

Sustainable packaging relies upon the correct material choices. I will be conducting an investigation to look at the quantities of packaging waste along with the variety of materials that end up as waste. In addition to this I will expand and do further research on paper and plastics.

Material semantics of package design describes the communication of materials, texture and the fabric information of products, and as the packaging market is a highly competitive place, the actual packaging has become as significant to success as the product it is wrapped around. Different materials can provide
various feelings of quality and experience. Metal, for instance, gives a high-tech experience and can also be associated with pride. Also (referring to a material that we did not mention above) different 28 kinds of wood such as bamboo, rattan and other natural materials give consumers a nature sensation.

In my design process, more materials are created that not only give me additional choices but leads to possibilities for new combinations and solutions that fit a certain experience that consumers are looking for new material combinations also make it easier to differentiate products, and has become an important tool that helps expand design thinking.

2.2.5 *Consider the Cost*

Traditionally the cost of packaging has been closely linked to the base material used. However, while the
base material is still the principal cost factor for packaging, packaging fees and advanced recovery fees are beginning to play a role in calculating costs. Widespread adoption of extended or shared producer responsibility legislation will impact packaging costs as well. Well-designed packaging that incorporates environmental considerations has the potential to result in great cost savings through the efficient use of energy resources, minimizing fees, and complying with regulations.

For example, tea supplier Huangshan Tianyu tea company, they planted Huang Shan Mao Feng tea, Huang Shan Mao Feng is green tea, one of China's top ten tea. Growth in the altitude between 700 to 800 meters, north latitude 30 ° 08, the geology and geomorphology, mineral species, hydrology and climate are diverse and complex in this area, located in
the transition zone between subtropical and temperate, has lush vegetation and the precipitation relatively abundant.

This company completely follows the ancient way of cultivation and production of hand-made tea. The 24 solar terms, based on the sun's position in the zodiac, were created by farmers in ancient China to guide the agricultural affairs and farming activities. The 24 solar terms reflect the changes in climate, natural phenomena, agricultural production, and other aspects of human life, including clothing, food, housing, and transportation. The 24 solar terms play important roles and have greatly influenced people's basic needs in life, and they still have an important function
nowadays. (Annie Wu, 2015)

Figure 11 western zodiac and solar terms

Seeded tea between rain water (Feb, 19) and awakening of Insects (Mar, 20), through the vernal equinox, could be picked after the clear and bright (Apr, 5) before Grain Rain (Apr, 20).

Through research I found the Chinese tea ceremony is also very interesting, Chinese tea ceremony is quite a different way to drink tea than either traditional
English style or Japanese tea ceremony, The Chinese practice a form of tea ceremony called Gong Fu, in a Gong Fu style tea ceremony, the tea master preparing the tea for the group is considered an artist in his or her own right. Styles for pouring the water and tea vary individually, and many devote a lot of time practicing difficult and artistic maneuvers. Usually the equipage for this tea ceremony would be a clay Yi-Xing pot and several small teacups, a tea sink or shallow bowl for draining water into, and a few bamboo tools for handling the hot objects.

The tea master will arrange the teapot and cups in a circular fashion over the tea sink or in the bowl, and pour hot water into each to rinse the objects and to warm them so that the temperature of the tea is more consistent. This rinse water is discarded, and then a generous helping of tea leaves, usually oolong, is measured into the pot. More hot water is then poured
into the pot and the tea leaves will begin steeping. Every infusion in Gong Fu ceremony is very quick, about 30 seconds, though the method for timing is never exactly precise. In one tradition hot water is poured over the outside of the teapot, and when the water is seen to be fully evaporated, the tea is ready to be poured. In another, the tea master must count a full 4 deep breaths before beginning to pour.

Either of these methods is roughly a 30 second steep, and remains consistent throughout the multiple following infusions. Then the tea master will begin pouring in a continuous flow around to each of the teacups, a little at a time, resulting in each person having the equal amount and strength of tea in his or her cup.

After enjoying this first round of tea, the leaves may be weken for many more infusions. The appliance of
Chinese tea ceremony are very diverse, there are six mainly appliance, which is called six gentlemen, they are necessary tools. You cannot prepare the perfect tea without the right tools. For the tea ceremony the perfect teaware is needed to ensure the right brewing and the magical atmosphere of the entire ceremony.

The items must be both practical and aesthetical, the perfect ying-yang combination. The mandatory tools are a Yixing teapot or a porcelain teapot, a tea pitcher, a brewing tray, a teaspoon, usually three small cups and a tea strainer.

They are made of full natural bamboo, Due to the durability of bamboo plants, no pesticides or chemicals are needed to encourage the maturation process, and they require much less water than trees .Bamboo products can decompose into a completely reusable and nutrient-rich composted soil, so it is very Eco-
friendly and durability, also it is easy to clean and maintain.

Figure 12 Tea ceremony tools
Pic from http://chihe.sohu.com/

4.2 Ideal generation

Ideas are things that come and go and fairly frequently. However, the really great ideas usually generate unexpectedly in moments of inspiration. Ideas are so
central to the human condition. Once an idea is formed, we cannot help but start thinking about how we will act on the idea. Good ideas inspire action and great ideas are catalysts for the design process.

There are three main stages namely generation, selection and implementation for successful ideation.

**Stage 1: Generation**
Making use of idea to address a specific problem or requirement is frequently a good starting point. It can easily identify these kinds of needs.

In this project has some keywords obtained from the survey and research, such as Zen Buddhism, philosophy of Taoism, Confucianism, subtraction design, tea culture, tea ceremony, environment and climate of tea-grown, species and efficacy of tea, and the way of drinking tea, etc., which can be used as the starting point of my design.
Stage 2: Selection

Picking the best ideas starts much before the beginning of the ideation process. It is essential that you fix the criteria by which the ideas are to be assessed. Through interviews and vote, we elected several of the most interesting keywords, Zen, subtraction design, environment and climate of tea-grown and the tea ceremony,

Stage 3: Implementation

The success of implementation is dependent on the ability to choose the top ideas and take action based on them.

My initial idea is to design two kind of tea gift box, respectively use the tea ceremony appliances and the geography and climate of tea-grown as the theme, so that foreigners can enjoy the taste, as well as can enjoy the pleasure of visual perception and creativity.
Product’s name called cyan in mist, derived from green tea, called green mist, is three hundred years ago the first batch of China tea that the bring back. In 1745, on the way back ship Gothenburg ran aground and sank, green mist tea also sunk in the depths of the ocean. Therefore, the product name, not only linked the tea trade history between China and Sweden, but also a very poetic name. Tea trees grown in the mountains, the mountaintop shrouded by clouds, see form far distance, the green tea looks like a hint of cyan smoke.

In the white mist.

Figure 13: Tea Tree in the Mist
4.3 Sketch and prototype

The culture of the world is highly dynamic. The rapid change that is experienced has been attributed to many factors. In order to fully understand the extent to which graphic design influences the culture, it is important to understand what the term culture means. Culture can be taken to loosely mean the way of life for a particular group of people. However, there have been more detailed definitions of the term. This study seeks to provide an insight into how culture inter-relates with graphic design while mainly inclining on the impact of graphic design on culture.

We can therefore conclude that graphic design is a communication form that utilizes the visual aspect of communication to transmit certain ideals or to stimulate particular feelings and emotions from its audience. This message has mainly been put across by
a two-dimensional setting that is articulately aimed to convey a specific type of information.

4.3.1 About the logo

In this thesis, shows the graphic design has been influenced by tea cultures. People from different regions, cultures and ages are mesmerized by the nature of art displayed by designers. design on the other hand is influenced by different cultures. The designer generates an item based on the environment that they have been exposed to. It is then possible to link different cultures through design. When a graphic designer makes a logo that reflects their culture for an event or for a corporate, then their audience becomes bigger. Such a logo may influence the lifestyles of people from different societies with different cultures. The original idea for the logo I want to show high-
quality tea, fresh Chinese tea and Zen culture, combined with the Huangshan yun tian yu tea company that I was contacted before, they handpicked the tea leaves and use ancient techniques to make tea. Tea leaves and flushes, which includes a terminal bud and two young leaves, are picked from Camellia sinensis bushes typically twice a year during early spring and early summer or late spring. Autumn or winter pickings of tea flushes are much less common, though they occur when climate permits. Picking is done by hand when a higher quality tea is needed, or where labour costs are not prohibitive.

Tea embodies peace and harmony. After removing the minimalist part of the package (a metaphor for peace), we find a clear pattern on the packaging (a metaphor for harmony). The Pattern design consists of a doily, leaves and jasmine blossoms. It is a call to nature.
Depending on the skill of the picker, hand-picking is performed by pulling the flush with a snap of the forearm, arm, or even the shoulders, with the picker grasping the tea shoot using the thumb and forefinger, with the middle finger sometimes used in combination. I think the moment when people pick the tea leaves up is very interesting, since then, tea leaves is no longer as the plant continues to grow, it become a drink, began a new journey.

Figure 14: picking tea

In the Chinese Buddhism culture there is a pattern which is the Buddha's hand plucked a flower, it is shows the Buddha has a thorough understanding of Zen, but also demonstrated the peaceful and
harmonious atmosphere. Then I drew the Buddha's hand pick tea leaves.

Figure 15: Buddha's hand and Lotus Picture from google (Originally published http://ziling476096043.blog.163.com/)

Figure 16: sketch of Logo
I would like to use a handmade way to show it, so I chose engraved rubber stamp

Figure 17: Rubber stamp carving process
Figure 18: Logo

Figure 19: Font and Color
The font is called ‘Lucida Fax’, which was I downloaded from the internet, is a slab serif font family released in 1992. Derived from Lucida, and specifically designed for telefaxing.

Lucida /ˈluːsɪdə/ is an extended family of related typefaces designed by Charles Bigelow and Kris Holmes in 1985. The family are intended to be extremely legible when printed at small size or displayed on a low-resolution display - hence the name, from 'lucid' (clear or easy to understand).

Color is an integral part of products, services, packaging, logos, and other collateral and can be an effective means of creating and sustaining brand and corporate images in customers’ minds. Thus color and its meanings have been well examined by marketing and psychological research. In packaging, the first objective of the color is to command the eye. It has to
be seen, to jump of the shelf, if it is to survive the intense competition of the self-service environment.

Next the package color is chosen for its ability to be associated with certain desired qualities such as elegance, naturalness, softness, and so on (Moriarity 1991).

In order to cater to the name, “cyan” is between green and blue, so I chose three elegant, fresh color as the main packaging color. The R:154, G:231, B:215, is associated with serenity and calmness as well as nature. It is a quiet colour, used symbolically to suggest hope, meditation, and tranquility.

It is also perceived inexpensive, light, reliable and good tasting, old, traditional, trustworthy, life, tenderness, health, and happy, environment, natural, pure and fresh.
4.3.2 About the prototype-things to think with

Figure 20 prototype 1

Figure 21 prototype 2
A model morphology as a convenient system for categorizing important aspects of all these, their design model morphology is divided in two parts, the modeling activity and the design model itself. The design morphology is an attempt to describe important aspects the designer must consider before building a model.

After testing the model many times and I was found
there were some disadvantages on the earliest design, such as the sealing performance is not good enough, not convenient to pick tea, and some technical difficulties on the print, so after that I design to simplify the whole structure and make the design more functional and easier to use.

When it comes to my final design proposal, it was a bit messy. There were too many things going on at the same time and my final design proposal didn’t match either my initial research questions or my theories. Then I remove all the messy and unnecessary things, focus on one package proposal. The new tea packaging should have a uniform experience by using a coherent logo, colors, size, illustrations, and fonts.

4.3.3 Production material

When it comes to printing in Graphic Design, the
choice of paper is essential. According to a report from the World Resources Institute published in 1997, 76 countries had already lost all of their forests and 11 countries had only 5 per cent left. A sustainable source of paper is essential to the survival of the remaining forests.

In my project, I choose packaging material is bamboo, bamboo materials can be highly renewable, biodegradable and can be, it is an alternative to paper pulp, foams and crepe paper excellent packaging material.

Bamboo is the world's fastest growing plants. It can grow 24 inches a day, also much faster than hardwood trees and it is very tenacious, packaging made of bamboo can well protect the product during transport. In addition, if harvest bamboo in a right way, you do not need a second plant. So bamboo material is indeed
a viable environmentally friendly packaging.

Bamboo helps to improve the soil. It is a deep root system possible to prevent soil erosion. In addition, bamboo is a biodegradable packaging materials, can be made to fertilizer after use.

Figure 23  Bamboo Package

For the tea bags packaging I choose the material is corn fiber (polylactic acid fiber, PLA fiber)

Based on corn and wheat starch, and then fermented into lactic acid by polymerization, spinning and made of synthetic fiber. PLA fiber using natural renewable
plant resources as raw materials, reducing the dependence on traditional petroleum resources, to meet the requirements of the international community for sustainable development, it combines the advantages of synthetic and natural fibers, while a completely natural circulation type and energy biodegradable characteristics.

![Figure 24 tea bag material corn fiber](image)

**4.3.4 Visualization of the package design**

With the development of a humanized market, packaging of tea is not only to improve product value,
but also to provide more chances for tea lovers to have a better understanding of tea and the origin of tea. The colors patterns and fonts of the gift package is an indispensable design item which convey information of products to consumers.

In recent years, the tea packaging has broken through the shackles of traditional norms, and is moving forwards to a variety of fashionable styles.

The thesis has observed that packaging design is deeply influenced by the change of trend in tea market. Tea packaging is an important means of maintaining the quality of tea. Meanwhile, it can also add the value of goods. The ultimate purpose of using colors patterns and fonts is to show characteristics of tea through each type of packaging.

In addition to this design, I will help Huangshan Yun
Tian Yu Tea Company to design the visual identity, with a different theme of tea packaging to promote this brand. The overall design style is simple with fresh color, mainly to design three themes. The one is the 24 solar terms in ancient China during the agricultural era, the second theme is Chinese tea culture and tea ceremony utensils, the third theme is focus on different kinds of Chinese tea.

**Theme 1**

Because of this company are all follow the ancient techniques, follow the ancestral calendar 24 solar terms to plant and harvest, Solar Terms is a calendar of twenty-four periods and climate to govern agricultural arrangements in ancient China and functions even now. These solar terms have meaningful titles. Some of them reflect the change of seasons such as the Beginning of Spring, the Beginning of Summer, the Beginning of Autumn, and the Beginning of Winter.
For this theme I was simplify the 24 solar terms pattern I was drawed before, use the same color as the logo, and added some Chinese font, to express Chinese Characteristics.

Figure 25 sketch of 24 solar terms
Figure 26 small package of solar terms

Figure 27 package design of 24 solar terms
About the packaging structure, eight small rectangular boxes represent different solar terms, the external form is a trapezoidal structure of outer packing box, for protect the product, easy to display and convenient to transport.

Theme 2

The second theme is emphasis on convenient to fold and easy to transport, use tea growth environment and climate, also the tea ceremony utensils as the theme to make three boxes respectively. Adhere to the concept of sustainable design, not excessively packing, saving the cost of raw material, to get the price advantage in the sales cycle.
Figure 28 Package Design of Tea Ceremony

Package 2: Tea Ceremony

Stand-up boxes easy to pick tea appliances also protect products during transportation.
Tea is the national drink in China. In addition to its prominence in Chinese culture, tea also boasts many health benefits, making it a popular drink worldwide. There are several types of Chinese tea, which vary in degree of fermentation and processing, green tea, wulong tea, red tea, yellow tea, white tea, and scented tea is the most popular tea in China.
The third theme is packaging design for different kinds of Chinese tea, with colors and patterns to express green tea, chrysanthemum tea and roses tea, from the previous market survey, these three flavors of tea tastes are most suitable for Swedes.

In the choice of colors and logo I was chosen the fresh and bright, without excessive design modification, we want to show the brand is a pure tea without any additives.

Figure 30 Teabag
Figure 31 package design of Chinese Tea Types
Figure 32 visualization of tea types package
The app proposal is based on visualizing different functional pages to show how tea and Chinese tea culture build communication between users who bought cyan is the mist tea and want to share and enjoy also more understand of tea culture.
5 Summary and Discussion

This last chapter presents my conclusions in relation to my study, I discuss the results obtained in this project from 3 perspectives, first present my conclusions for my research problem, move on answering my purpose and finally getting into how my essay could have improved and suggest future studies.

First, in this thesis has described the close relationship between tea and people, and the differences between traditional packaging and modern packaging. Analyzed the relationship between tea packaging design and tea marketing, point out the necessity of tea packaging design and research.

With the interaction between modern packaging design and social culture, leads to the tea culture packaging design; use the history, culture, geographical
characteristics and spirit of tea ceremony as the different design themes, then analyzed, described, and accordingly presents the design ideas and graphics. Last, analysis of modern cultural trends on tea packaging design, and the development trend of tea packaging design.

This thesis has attempted to evaluate sustainable packaging design practices and theories in an actual business environment, through a market survey, to design the Chinese tea packaging which is suitable for the Swedish market. At the start of the thesis project, the ambitions were set quite high in regards to sustainability application.

However, one of the very first challenges to the project was a valuable lesson learnt. The sustainability knowledge and working methods that were taken for granted within the walls of academia, turned out to be
by far too narrow and deep to apply to this project.

Designers have a direct impact on the environment because whatever they create uses natural resources. Consequently, design directly influences social conditions and sales. The thesis therefore had to shift its focus. Instead of asking questions such as “How much environment sustainability can it achieve?” or “What is the best verification method for packaging solutions?” the questions that needed to be answered first were “How is sustainability beneficial to the overall profitability?”

5.2 Evaluative summary of results

Tea is a National Characteristics goods, tea packaging graphics design. On the use of some, such as Chinese painting, as well as civil scissors paper, these
traditional pattern with strong national culture of formed to represent the traditional tea.

But marketability is not strong, lack of sense of fashion, no personality, use the ancient dragon and phoenix patterns indiscriminately. Tradition is not retro and copy, national character is not represent by painted dragon and phoenix, and it should be given to new content, new life, new forms, although it is a traditional style, is still should be a kind of fashion.

When I began this study, my intention was to use visual language to convey the Chinese tea culture, so that consumers can communicate through an intuitive graphic design with the product, I then focused my research on the environmental sustainability package design and Minimalist design, negative design. Research on the characteristics of tea, tea culture the Connotation, the history of tea, to understand the physical and mental characteristics of the tea, pave the
way of positioning tea packaging design. Part of this process, was identifying packaging design style, this led to a questioning of how to design which is conducive to business promote also its sustainable environmentally friendly packaging. If the package is a service, packaging design innovation is a value-added service. It is a new source of profit, through design innovation, packaging will be able to achieve "Where It Come, Where It go" cycle, that is truly sustainable packaging.

In my design is basically achieved the expected goals, Reached the practical packaging, simplified design, and the integration of Chinese Zen philosophy as well as sustainable design theory. However, due to the high cost of materials and the technical reasons of the printing factory, the final visual effect is not maximum displayed.
5.3 Limitations

Before I start my study, I was aware that there are certain limitations to what I want to test or what possible results may come of my efforts.

In the process of data research, because of the long history and rich culture of tea, so, in this thesis, the study of Chinese tea culture and how to promote Chinese tea culture in the Swedish market is not deep enough.

In the design aspect, since the material is difficult to obtain, and the high price of print, the final design did not show the best visualization effects, I should be considered the origin, assembly, packaging and transportation costs.
5.4 Analysis of the potential for future work

Packaging design and socio-cultural should be interactive, aesthetic consciousness of packaging design is absorbing the heritage of social and cultural. At the same time, the social and cultural because of the innovation and the development of aesthetic consciousness of packaging design is being injected new vitality. This essay was especially focused on introduce Chinese tea culture to the Swedish through packaging design, with less is more, and minimalism design theory to design elegant and Sustainable package. With this design, convey the Chinese tea ceremony culture and Zen philosophy.

Tea is the typical Chinese traditional products have cultural significance and cultural image, and tea culture is a long history, rich content, and integrated into the essence of traditional Chinese culture. This article from the perspective of tea culture to design tea packaging.
Tea not only increase the added value of goods, create higher economic returns; but also can promote tea culture through the tea packaging design, and to inject fresh blood to tea culture.

By analyzing the present situation of tea packaging design, characteristics and problems of modern tea packaging design can be the reference for the future. From the history and culture of tea, geographic characteristics, the spirit of the tea ceremony three aspects more deeply explore the ways of tea packaging design, and to explore the development trend of tea packaging design from the perspective of social and cultural trends.

Although the packaging and marketing relationship is very close, but in the environment-saving and environment-friendly society, as a designer how to find a balance between marketing and the environment is
the main social responsibility. Being aware of the role the designer plays in today’s environmental problems and wanting to make a beneficial change is the first step towards sustainability.

But the designer faces more than one issue in this quest, as putting new principles into practice is not an easy task. Defining new standards to follow will require not only research but perhaps more problematic the reach of global agreements. It is indeed a global problem which requires worldwide cooperation and agreement in multiple disciplines. Environmentalists, scientists, politicians and economists will have to find solutions together alongside ‘tool’ professions such as designers and manufacturers if sustainability is to succeed.

Packaging should be designed to be compatible with available recycling systems. Labels, seals, tapes, closures, and so on, should also be compatible with
common recycled material processing systems.

Over all, the marketing research should be further considered to balance the cost structure and revenue streams, and really fulfill customer’s willings of sustainable package design, and should start every design with people needs, and try to find the reason for every steps of designer’s thinking, give the idea an strong motivation, this project is a both theoretical and physical practice of sustainable package design, the increasing awareness of considering a sustainable social environment and a healthy life way, it’s an interesting topic, I will continue to work with.
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