



URBAN FARMER ANNUAL REPORT ■ ■ ■

2010 Student Gold Regional ADDY Winner, Annual Report

2010 Student Gold District ADDY Winner, Annual Report

Accordion fold style book for Urban Farmer, an organic food-supplier, which makes it easier to shop and eat organic in the city. Front panels features imagery of rural life, whereas the backside of the print piece incorporates elements of urban life to show the journey that the food makes.