



氣味是回憶的鑰匙 The power of scent memory

我們透過調查發現大多在外漂泊的遊子都有思鄉困擾，特別是在新冠疫情爆發以來，許多遊子都無法返鄉與親友團聚，根據社交媒體探探發佈的《2019都市異鄉青年調查報告》結果顯示，大部分遊子都會透過家鄉美食來緩解思鄉愁，而經以色列科學家證實氣味可以喚起人的記憶，也說明了家鄉味確實可以撫慰遊子的心靈。由於考慮到在海外不易尋找到正宗的家鄉味，即使親自下廚也不便取得家鄉的材料，因此我們決定研發一系列馬來西亞風味的曲奇跟抹醬給海外的遊子（例如：咖喱、白咖啡、叻沙等），同時也是開發及推廣家鄉的飲食文化。



Through our survey, we found that most of the wanderers were troubled by serious homesickness, especially after COVID-19 spread all around the world. Most of the wanderers couldn't return to their hometowns to get together with the families and friends. According to the "2019 Overseas Youth Survey Report" released by the social media group Tantan, most wanderers relieve their homesickness through their hometown dishes. Israeli scientists also showed that scent can evoke human's memory; this shows that hometown food can really soothe the wanderers. Considering that it is often difficult to find authentic hometown food overseas, and it is inconvenient to obtain raw materials which are produced from home even if wanderers cook themselves, we decided to develop a series of Malaysian cookies and spreads, (for example: curry, white coffee, laksa, etc.), and promote the food culture of Malaysia.

The power of Scent Memory.





在包裝設計中我們運用「思念」作為設計關鍵詞，「信箱」為思念的信物，也設計一系列明信片讓遊子可以一邊享用家鄉味，一邊寫下思念，寄給親朋好友。禮盒結構採用抽拉式設計，分為上下層分別放置曲奇跟抹醬，產品食用完後移除上層即可成為信箱使用；小包裝則是使用「峇迪」包裹，在使用後可以被作為裝飾品收藏，整體設計是秉持包裝再使用，減少資源浪費的理念。

The packaging design ideas comes from the keyword “missing,” and “letter box” as the representative object of “missing.” We also designed a series of postcards so that wanderers can enjoy the taste of their hometown while writing down their feelings and send it to their families. The structure of the gift box utilizes a pull-out design. It is divided into two layers with cookies and spreads placed respectively. After the products are eaten, the upper layer of the pull-out box can be removed and used as a letter box. The small package is wrapped in Batik, which can be stored as an ornament after use. The overall design adheres to the concept of reusing packaging and reducing waste of resources.





以上提到的「峇迪」就是馬來西亞的傳統蠟染手工藝，也是我們產品包裝的主視覺，我們一共設計了19種馬來西亞的香料食材的圖案作為元素，像是：“亞參、藍花、斑斕葉等”，希望可以透過設計再現家鄉傳統工藝的美。透過這次專題我們希望可以用味覺及視覺上的衝擊讓遊子在異鄉也感受到滿滿的家鄉氣息，重溫記憶。

The "Batik" mentioned above is the traditional handicraft of Malaysia, and it is also the main visual of our product packaging. We have designed a total of 19 kinds of Malaysian spices and ingredients as elements, such as: "Asian ginseng, butterfly pea flowers, and pandan leaves," hoping to reproduce the beauty of traditional crafts in our hometown. In conclusion of the "Hadoma Project," we hope to use taste and visual impact to make wanderers feel full of hometown atmosphere in a foreign land and relive their memories.



Instagram

游旖吟 Yew Ellen
包裝設計 / 文案撰寫
Ellenyew56@gmail.com

倪捷 Gooi Jie
產品開發 / 峇迪設計
gooijie00@gmail.com

羅政鏞 Zheng-Yong Law
周邊設計 / 標誌設計
lawzhengyong@gmail.com