

A close-up photograph of several slices of bread, showing the porous, golden-brown crumb and the darker crust. The bread is stacked, with one slice prominently in the foreground, slightly overlapping another. The lighting is warm, highlighting the texture of the bread.

# Bread-making Icons

a design-research study

by Thomas James Lodato





3.49

3.49

2.99

2.49

Martha White  
SELF-RISING  
FLOUR

Aunt Jemima  
Corn Meal Mix

Aunt Jemima  
Corn Meal Mix

HODGSON  
MILL  
YELLOW CORN MEAL

Martha White  
CORN MEAL MIX

Martha White  
BUTTERMILK CORN MEAL MIX

Martha White  
BUTTERMILK CORN MEAL MIX

Martha White  
BUTTERMILK CORN MEAL MIX

Martha White  
CORN MEAL MIX

White Lily  
GENUINE  
CORN MEAL MIX

1.99

1.79

1.79

3.99

1.99

1.99

1.99

KING ARTHUR FLOUR  
WHOLE WHEAT FLOUR

KING ARTHUR FLOUR  
WHOLE WHEAT FLOUR

HODGSON  
MILL  
NATURALLY WHITE FLOUR

HODGSON  
MILL  
NATURALLY WHITE FLOUR

Gold  
BETTER-BREAD FLOUR

Gold  
BETTER-BREAD FLOUR

Gold  
UNBLEACHED FLOUR

Gold  
UNBLEACHED FLOUR

4.29

4.29

4.49

3.19

2.39 LOW PRICE









































































