



## Properties list:

- end-user packaging
- new product
- range of products
- other shapes
- folding carton
- cardboard and paper
- contemporary
- unusual visual association
- opaque
- textured
- identity by typography
- identity by system of colour
- identity by colour
- identity by textures and patterns

From [Anat Erez Fellner](#) website: "challenge: to create a new identity for new york citys chelsea market and apply it to a line of exclusive cooks tools.

background: chelsea market is a renovated factory that is home to a number of charming shops. Throughout the space, original fixtures are juxtaposed with touches of modern elements, making the market unique."

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Reference: [http://www.coroflot.com/public/individual\\_file.asp?individual\\_id=149051&portfolio\\_id=776427&specialty=13&c=1&](http://www.coroflot.com/public/individual_file.asp?individual_id=149051&portfolio_id=776427&specialty=13&c=1&)

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## Credits:

### Student:

Anat  
Erez  
Fellner

Other images:

