THE MOOFIA



Properties list:

end-user packaging
range of products
new product
toy packaging
additional structural elements
gable top
tetra-pack
brick
polylaminated
playful
unusual structural association
identity by shape
illustrated character
identity by illustration
milk

Funny milk toys by Toki Doki, inspired from diary product packagings. The Moofia is a new original 7 cm mini figure series from the immensely popular Simone Legno and tokidoki! These 8 new dairy-flavored characters accompany Mozzarella in her quest for schoolyard justice.

Reference: http://packagingsoftheworld.blogspot.com/2008/07/moofia.html

Credits:

Designer:

Toki

Doki

Other images:







