

AMNESTY INTERNATIONAL JAR CANDLES



Properties list:

collector packaging
packaging as a new medium
identity by illustration
contemporary
end-user packaging
range of products
new product
homecare products
folding carton
cardboard and paper
identity by abstract shapes

From Studio Kluif website: "Until now all of Amnesty's products were available only directly from the company itself but now, for the first time, Amnesty will ally itself with the biggest retailers of The Netherlands to sell a line of jar candles: 'Candle with care' designed by Kluif. The graphic illustrations' main themes are love, luck, strength and passion. A positive gift for winter days."

Reference: <http://www.studiokluif.nl/packaging/amnesty-international/>

Credits:

Year: 2008

Agency: Studio Kluif

Other images: