

AMNESTY INTERNATIONAL JAR CANDLES



Properties list:

- packaging as a new medium
- range of products
- extra-use of packaging
- new product
- homecare products
- folding carton
- cardboard and paper
- contemporary
- identity by pictograms
- identity by illustration
- collector packaging
- end-user packaging
- 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: