

# POPFISH PACKAGING

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## Properties list:

soups and ready-meals  
fish and meat  
folding carton  
cup  
end-user packaging  
single product  
new product  
cardboard and paper  
pop  
contemporary  
unusual visual association  
opaque  
metallescent  
identity by illustration  
identity by colour  
identity by abstract shapes

Packaging designed by Daniel Neves (he is the creative director of [Dimaquina](http://dimaquina.com)) and João Simi of Giosimi.

"Popfish is a restaurant/shop located in Rio de Janeiro. The Design was inspired by Japanese and Tokyo imagery, using illustrations and characters to enhance its visual identity. A highlight in the visual identity is that each Popfish shop has a theme colour added to the shop's name. The first one called Popfish Magenta. More than a restaurant, Popfish is an attempt to join gastronomy and design at the same spot."

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Reference: <http://dimaquina.com/?p=58>

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Credits:

Country: Brazil

Designer and illustrator: Daniel Neves and João Simi

Other images:

