POPFISH PACKAGING



"Popfish is a restaurant/shop located in Rio de Janeiro. The Design was inspired by Japanese and Tokyo imagery, using illustrations and characters to enhace 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."

Packaging designed by Daniel Neves (he is the creative director of Dimaquina) and João S

Properties list:

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

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

Credits:

Country: Brazil

imi of Giosimi.

Designer and illustrator: Daniel Neves and João Simi

Other images:







