

# MAMA QUILLA

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## Properties list:

- single product
- extra-use of packaging
- packaging as a new medium
- end-user packaging
- concept
- other food
- confectionery and sweetness
- gable top
- ironic
- cardboard and paper
- unusual structural association
- illustrated character
- identity by illustration
- event packaging

The Day of the Dead ( Día de los Muertos in Spanish) is a feast celebrated mainly in Latin America and by Latinos (and others) living in the United States and in Canada. This festivity sees family reunions and gatherings of friends to pray for and remember dear people who passed away. Its celebration occurs on the 1st and 2nd of November. Traditions include building private altars honouring the deceased, using sugar skulls, marigolds, and the favourite food and beverages of the departed, and visiting graves with these as gifts. This is what inspired the project of this package for cane sugar.

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Reference: <http://packaginguqam.blogspot.com/2009/02/mama-quilla.html>

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## Credits:

**Country:** Canada

**Year:** 2009

**School:** UQAM Université du Québec à Montréal (Montréal, Canada)

**Course:** Packaging Design

**Professor:** Sylvain Allard

**Student:** Camille Forget

Other images:

