## **MAMA QUILLA**



## 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 Ame rica 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.

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

Credits:

Country: Canada Year: 2009

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Course: Packaging Design

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## Other images:

