

ILLY ART COLLECTION



Properties list:

- limited edition packaging
- end-user packaging
- other non-food products
- range of products
- new product
- shopping bag
- folding carton
- cardboard and paper
- contemporary
- identity by illustration
- identity by textures and patterns

Designed by Michael Lin the project aim to build a bridge between art and product. In particular Michael decorates this products with themes and colours from chinese culture and tradition. The over texture is made from a typical chinese cloth.

The illustration, due to the art derivaton and the over decoration, is the symbol of the importance of art in the Illy image.

Reference: http://www.illyeshop.com/webapp/wcs/stores/servlet/prod_it_negozio_it01_11008_illy-art-collection_set-colazione-lin

Credits:

Illustrator:

Michael
Lin

Other images:

