CHINESE TEA BOX



Properties list:

single product
new product
coffee, tea and infusions
folding carton
cardboard and paper
playful
unusual structural association
identity by illustration
illustrated character
end-user packaging

The graphic Giovani decided to give to some ordinary packages is a new face based on the product inside, creating a kind of toy-pack. An object that people can not put in the trash, but take it to them, reusing the pack. In this case, a chinese girl opens her mouth to oer you jasmine tea.

Reference: http://carlogiovani.com/Chinese_Tea_Box/

Credits:

Country: Brazil Year: 2007

Agency: Carlo Giovani

Estðdio

Designer: Carlo Giovani

Other images:



