

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 Giovanni 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://carlojiovani.com/Chinese_Tea_Box/

Credits:

Country: Brazil

Year: 2007

Agency: Carlo Giovanni Est dio

Designer: Carlo Giovanni

Other images:

