OZERSK SOUVENIR



Properties list:

range of products
new product
fruit and vegetables
confectionery and sweetness
other shapes
sachet
folding carton
plastics
cardboard and paper
ironic
contemporary
photo to describe
end-user packaging
illustrated character

Confectionary factory "Ozersky Souvenir" produces many varieties of individually wrapped dried fruits and nuts in the chocolate glaze. To recognize ?Ozersky Souvenir? drie d fruits and nuts, faces and names for them were invented literally (figs Kirillovitch, Peach Alexandrovitch, Dates Timofeevitch, Raisins Vasiljevitch, Cherry Vladimirovna etc.). Invented names have affected the appearance and character. Apricots Petrovna - a simple woman, whereas strawberry Nikolaevna and cherry Vladimirovna are fashionable women and coquettes. For all kinds of sweets there are wrappers: Milky yellow - for sweets in a white glaze and brown for those in the dark. While working on the project a new typeface ?Kendisvit? was created.

Reference: http://www.artlebedev.ru/everything/os/sweets/

Credits:

Country: Russia Year: 2008

Agency: Art Lebedev Studio

Other images:















