

PASTA PIETRO GALA



Properties list:

end-user packaging
range of products
pasta, rice and grains
folding carton
cardboard and paper
ironic
historical, traditional
contemporary
identity by illustration
identity by colour

"Pietro Gala" is a new premium pasta brand, distinguished by handcraft manufacturing and high quality ingredients. Fresh chicken agency developed the brand name, character and designed production package. Pietro Gala is an Italian chief cook, whose image features different kinds of pasta. Cardboard texture and one-colour print emphasize naturalness of pasta and generate positive emotions.

Reference: <http://frch.ru/>

Credits:

Country: Italy

Agency: Fresh Chicken Agency

Other images:

