## **HATZIYIANNAKIS**



## Properties list:

range of products
new product
confectionery and sweetness
pouch
contemporary
plastics
transparent
identity by typography
photo to describe
identity by photo
identity by colour
end-user packaging

From Mouse Graphics website: ?to paraphrase the famous Marshall McLuhan expression, "t he medium is the content" in this packaging extravaganza. ?he symbiotic relationship of m edium and message, (of which the media guru preached), is here translated into the eccentric coupling of package-product. ?n 'outer-inner' game of illusions is played here, f or the eyes of the consumer. ?he paradox of a sweet, edible, even appetizing pebble, the beauty of an open crop, with its shockingly realistic flesh, fake cherries which can fool birds into coming to nibble at them like in the ancient paintings of Zeuxis, rocky-tasty formations: all these are mind treats we prepared for the consumer within a heightened - reality design environment.?

Reference: http://www.mousegraphics.gr/showcase/hatziyiannakis-dragee-pebbles-design/

Credits:

Country: Greece

**Agency:** Mouse Graphics

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