## **EYE CANDY**



## Properties list:

product accessibility end-user packaging new product single product identity by colour opening and closure systems labels and sleeves folding carton box plastics cardboard and paper playful contemporary identity by textures and patterns identity by typography

From <u>The Play Coalition</u> website: "The Play Coalition were asked by <u>Beta Tank</u> to produce the packaging for their new *sensory substitution* lollipop, Eye Candy. More details about the product can be found on the <u>Eye Candy website.</u>"

Reference: http://www.theplaycoalition.net/projects/project\_1/project-1.html, http://www.eyecandycan.com/

## Credits:

Agency: The Play Coalition

Designer: Joe Malia

**Structural design:** Dane Whitehurst, Neil Usher

## Other images:





