## **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:





