

826 VALENCIA



Properties list:

- new product
- labels and sleeves
- additional structural elements
- unusual structural association
- unusual visual association
- jar and pot
- folding carton
- bottle
- flacon
- end-user packaging
- range of products
- glass and ceramics
- cardboard and paper
- ironic
- identity by shape
- identity by colour

Dave Eggers (McSweeney's editor) founded 826 Valencia as a nonprofit tutoring center. Amazing idea.

Reference: <http://www.826valencia.org/>

Credits:

Country: _

Other images:

