M'KT

Properties list:
end-user packaging
new product
range of products
other shapes
folding carton
cardboard and paper
contemporary
unusual visual association
opaque
textured
identity by typography
identity by system of colour
identity by colour
identity by textures and patterns

From Anat Erez Fellner website: "challenge: to create a new identity for new york citys chelsea market and apply it to a line of exclusive cooks tools.

background: chelsea market is a renovated factory that is home to a number of charming shops. Throughout the space, original fixtures are juxtaposed with touches of modern elements, making the market unique."

Reference: http://www.coroflot.com/public/individual_file.asp?individual_id=149051&portfolio_id=776427&specialty=13&c=1&

Credits:

Student:
Anat
Erez
Fellner

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