POPFISH PACKAGING



Properties list:
soups and ready-meals
fish and meat
folding carton
cup
end-user packaging
single product
new product
cardboard and paper
pop
contemporary
unusual visual association
opaque
metallescent
identity by illustration
identity by colour
identity by abstract shapes

Packaging designed by Daniel Neves (he is the creative director of Dimaquina) and João S imi of Giosimi.

"Popfish is a restaurant/shop located in Rio de Janeiro. The Design was inspired by Japanese and Tokyo imagery, using illustrations and characters to enhace its visual identity. A highlight in the visual identity is that each Popfish shop has a theme colour added to the shop's name. The first one called Popfish Magenta. More than a restaurant, Popfish is an attempt to join gastronomy and design at the same spot."

Reference: http://dimaquina.com/?p=58

Credits:

Country: Brazil

Designer and illustrator: Daniel Neves and João Simi

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