ILLY ART COLLECTION

Properties list:
limited edition packaging
end-user packaging
other non-food products
range of products
new product
shopping bag
folding carton
cardboard and paper
contemporary
identity by illustration
identity by textures and patterns

Designed by Michael Lin the project aim to build a bridje between art and product. In particular Michael decorates this products with themes and colours from chinese culture and tradition. The ower texture is made from a typical chinese cloth.
The illustration, due to the art derivaton and the ower decoration, is the symbol of the importance of art in the Illy image.

Reference: http://www.illyeshop.com/webapp/wcs/stores/servlet/prod_it_negozio_it01_11008_illy-art-collection_set-colazione-lin

Credits:

Illustrator:
Michael
Lin

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