SUGARILLOS



Properties list:

end-user packaging
new product
range of products
confectionery and sweetness
pouch
box
cardboard and paper
ironic
historical, traditional
contemporary
unusual visual association
identity by illustration

Mono-dose sugar sachets, are practical but rarely does someone buy them to decorate their table or coffee/tea cup. The design objective was to create a sachet that apart from practical it also looks good. This work is a conscious attempt to literally interpret the pack content: ' One spoonful of sugar' - visually and verbally stated. Each sachet presents an illustration of a classical spoon (with floral or ornamental figures), straightforward and simple, the packing invites the user to a more decorative daily cupper.

Reference: http://www.mousegraphics.gr

Credits:

Country: Greece
Year: 2009
Agency: mousegraphics
User: Sugarillos

Creative Director: Gregory Tsaknakis
Illustrator: Ioanna Papaionnou

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