PLANT YOUR DREAMS AND LET THEM GROW



Properties list:

end-user packaging
range of products
extra-use of packaging
new product
flowergrowing and gardening
additional structural elements
sachet
other materials
cardboard and paper
hand-made
contemporary
identity by typography
identity by illustration
packaging as a new medium
gift packaging

"Plant your Dreams and let them Grow" is the title of project designed by the designer Sophia Georgopoulou for self-promotion and for greetings for the new year 2011. The actual tulip flowers and their "unique" names (e.g. "Red Emperor", "Pink Diamond", "Sweetheart", "Candella" etc..) inspired the author to create a series of ecological and interactive package-gifts containing tulip bulbs. These packages were sent to friends and clients. The illustrations created on the packs were inspired by the name of each "unique" tulip and were drawn by hand.

Reference: www.sophiag.com

Credits:

Country: Greece
Year: 2010
Agency: Sophia Georgopoulou

Designer: Sophia G
eorgopoulou

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