

THE MOOFIA



Properties list:

- end-user packaging
- range of products
- new product
- toy packaging
- additional structural elements
- gable top
- tetra-pack
- brick
- polylaminated
- playful
- unusual structural association
- identity by shape
- illustrated character
- identity by illustration
- milk

Funny milk toys by Toki Doki, inspired from dairy product packagings. The Moofia is a new original 7 cm mini figure series from the immensely popular Simone Legno and tokidoki! These 8 new dairy-flavored characters accompany Mozzarella in her quest for schoolyard justice.

Reference: <http://packagingsoftheworld.blogspot.com/2008/07/moofia.html>

Credits:

Designer:

Toki

Doki

Other images:

