

GREEN TEA CANISTER



Properties list:

- limited edition packaging
- end-user packaging
- single product
- new product
- coffee, tea and infusions
- luxury
- can and tin
- metals
- unusual visual association
- identity by packing process
- metallescent
- identity by textures and patterns

The gift package design for highest quality tea. To introduce the new technique to the market predominated with an enameled can, reproduction technique of "hair line engraving" by electrolytic resolution was found. The technique, applied only a part of cosmetic market at that time, was proposed to have an entire surface of a canister covered with it. A traditional Edo style craft man was commissioned to work for a month on an original plate based on a draft. With all motifs of tea shrubs, the left picture shows the design developed in early stage, the middle picture shows the one developed in the second phase, the right picture shows the one in the third phase currently in the market.

Reference: http://www.gk-graphics.jp/en/portfolio/package_and_product_graphics/green_tea_canister.html

Credits:

Country: Japan

Year: 1972

Agency: GK Graphics

Other images: