## **EL MIL DEL POAIG**



## Properties list:

bottle
cheer-pack
wood
glass and ceramics
identity by shape
sauces and seasonings
new product
single product
end-user packaging

Spanish designers CuldeSac have designed the packaging for a new olive oil brand, El Mil del Poaig. This project want Protect and communicate the great value of Spanish Olive Oil from milennial trees. The half-litre bottle, containing oil made from thousand year-old olive trees, is made of traditional Valencia ceramic and comes packed inside a wooden crate. The Design was developed in a way that each drop of the liquid gold is saved. Pure and sensual curves. The Copy was inspired by Roman History and the font is based on manuscripts found from the time in which the millinary trees where planted. (Located at the museum of the Castle of Sagunto in Valencia).

Reference: http://www.culdesac.es/proyectos.php?verProyecto=46, http://elmildelpoaig.com/home.php

Credits:

Country: Spain Year: 2008 Agency: CuldeSac

## Other images:





