

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 wanted to protect and communicate the great value of Spanish Olive Oil from millennial 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 millenary trees were 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:

