

# CHINESE TEA BOX

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## Properties list:

- single product
- new product
- coffee, tea and infusions
- folding carton
- cardboard and paper
- playful
- unusual structural association
- identity by illustration
- illustrated character
- end-user packaging

The graphic Giovanni decided to give to some ordinary packages is a new face based on the product inside, creating a kind of toy-pack. An object that people can not put in the trash, but take it to them, reusing the pack. In this case, a chinese girl opens her mouth to oer you jasmine tea.

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Reference: [http://carlogiovani.com/Chinese\\_Tea\\_Box/](http://carlogiovani.com/Chinese_Tea_Box/)

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## Credits:

**Country:** Brazil

**Year:** 2007

**Agency:** Carlo Giovanni

EstÃ°dio

**Designer:** Carlo Giovanni

Other images:

