



Properties list:

end-user packaging
single product
confectionery and sweetness
concept
additional structural elements
tube
other shapes
cardboard and paper
ironic
unusual structural association
identity by shape
identity by typography

If Nestlé created an icon with its chocolate syrup half a century ago, here is a new concept developed by Mélanie Boucher. The product is compressed sparkling chocolate powder to mix with a good glass of milk. The steam designed to extract the powder pastilles from the tube emphasize the dynamite look.

Reference: <http://www.notcot.org/post/19414/>, <http://packaginguqam.blogspot.com/2009/03/kko-melanie-boucher.html>

Credits:

Country: Canada

Year: 2008

School: UQAM Université du Québec à Montréal (Montréal, Canada)

Course: Graphical Design (DES4211)

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Student: Mélanie Boucher

Other images:

