



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

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Course: Graphical Design (DES4211)

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Other images:

