

OPEN CHOCOLATE



Properties list:

- smart packaging
- information accessibility
- information about content
- chocolate
- confectionery and sweetness
- new product
- labels and sleeves
- box
- cardboard and paper
- high-tech
- unusual visual association
- typographical texture

A chocolate that can be explored with a mobile phone. The product speaks and listens, changes and configures itself according to the indications and the desires expressed by the consumers. By taking a picture of the code on the package with his mobile phone, the consumer can interact with the product, know its history, its ingredients and nutritional aspects, suggested combination with other foods etc.

Reference: [Graphicus, n°1039 - June 2007](#)

Credits:

Country: Italy

Year: 2007

Agency: Future

Brand

Producer: Valrhona

Other images: