

PIZZA PRONTO



Properties list:
illustrated character
identity by shape
unusual visual association
transgressive
cardboard and paper
other shapes
other food
update
range of products
end-user packaging

Packaging system developed by Atelier Typoundso for Pizza Pronto in collaboration with the famous illustrator Thomas Ott. This project challenges the graphic codes (colours and images) commonly used for a product like pizza.

Reference:

Credits:

Country: Switzerland

Agency: Atelier

Typoundso

Other images: