

HANGER TEA



Properties list:

end-user packaging
range of products
concept
coffee, tea and infusions
additional structural elements
plastics
cardboard and paper
box
playful
ironic
contemporary
unusual visual association
unusual structural association
transparent
identity by shape
identity by pictograms
identity by system of colour

This concept approaches the idea of tea bags in a new and funny way. The bag itself is made to look like a shirt, and instead of a simple cord there's a colour-coded cardboard hanger, one for each taste. The sliding box has been made to look like a wardrobe, with two transparent walls that let the consumer peek inside.

Reference: <http://www.yankodesign.com/2010/01/07/hang-me-some-tea>

Credits:

Country: South Korea

Year: 2010

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Other images:

