

# CHUBBY MUFFINS

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## Properties list:

- ready to use
- product accessibility
- end-user packaging
- single product
- concept
- bakery and bread
- tube
- other shapes
- cardboard and paper
- ironic
- historical, traditional
- contemporary
- identity by typography
- illustrated character
- identity by illustration

A simple tube, decorated with an illustrated character and calligraphic typography, contains a series of coloured packages ready for the oven, where they'll grow into full size muffins.

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Reference: <http://www.packlab.eu/?p=382>

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## Credits:

**Country:** Finland

**Year:** 2008

**School:** Lahti University of Applied Sciences, Institute of Design, PACKLAB (Lahti, Finland)

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Other images: