

OZERSK SOUVENIR



Properties list:

- range of products
- new product
- fruit and vegetables
- confectionery and sweetness
- other shapes
- sachet
- folding carton
- plastics
- cardboard and paper
- ironic
- contemporary
- photo to describe
- end-user packaging
- illustrated character

Confectionery factory "Ozersky Souvenir" produces many varieties of individually wrapped dried fruits and nuts in the chocolate glaze. To recognize "Ozersky Souvenir" dried fruits and nuts, faces and names for them were invented literally (figs Kirillovitch, Peach Alexandrovitch, Dates Timofeevitch, Raisins Vasiljevitch, Cherry Vladimirovna etc.). Invented names have affected the appearance and character. Apricots Petrovna - a simple woman, whereas strawberry Nikolaevna and cherry Vladimirovna are fashionable women and coquettes. For all kinds of sweets there are wrappers: Milky yellow - for sweets in a white glaze and brown for those in the dark. While working on the project a new typeface "Kendisvit" was created.

Reference: <http://www.artlebedev.ru/everything/os/sweets/>

Credits:

Country: Russia

Year: 2008

Agency: Art Lebedev Studio

Other images:

