

LINDT PICCOLINO



Properties list:

- end-user packaging
- range of products
- new product
- chocolate
- confectionery and sweetness
- other shapes
- plastics
- metals
- ironic
- unusual structural association
- identity by shape
- identity by textures and patterns

This packaging, with its content, takes the shape of a closed umbrella. The chocolate bar is in a cone shape, wrapped in an aluminium sheet; a plastic support is used to grab the whole product and recreates the handle of the umbrella.

Reference: <http://www.lindt.com>

Credits:

Country: Switzerland

User: Lindt & Sprüngli

Other images: