

CHOCOLATE TOWER



Properties list:

- single product
- concept
- confectionery and sweetness
- chocolate
- clamshell
- plastics
- cardboard and paper
- unusual structural association
- contemporary
- die cut
- identity by shape
- identity by textures and patterns
- end-user packaging

This chocolate brand features an original tower-shaped packaging, with a single piece on each "floor". The case can be opened and closed thanks to a hinge on the long side. The main structure is made of cardboard, while plastic windows corresponding to each floor allow to peek at the content.

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

Credits:

Country: Japan

Year: 2009

Designer: Gaku Abe

Other images:

