

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:

