

SHARE THE SWEET



Properties list:

range of products
concept
confectionery and sweetness
chocolate
wrapper
metals
ironic
unusual structural association
identity by shape
instruction through pictograms
end-user packaging
unit dose packaging

This packaging is studied to promote the condivision of the product, the chocolate bar. The structure itself of the product and its packaging facilitates and suggest the opportunity to break it in two, and, so, sharing the content with another person.

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

Credits:

Country: Norway

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Other images:

