



Properties list:

single product
end-user packaging
new product
chocolate
confectionery and sweetness
folding carton
cardboard and paper
ironic
contemporary
identity by shape
illustrated character
kids

Rokas is a chocolate product for kids. The design is meant to attract children by making the product a character, and basing the whole design on the idea of these characters being trapped in the box and eager to get out. It is an academic project made in 2008.

Reference: <http://www.behance.net/gallery/Rokas/382317>

Credits:

Country: Colombia

Year: 2008

Designer: Alejandra Bonnet

Other images:

