

# CHOC ART

---



## Properties list:

- range of products
- concept
- confectionery and sweetness
- chocolate
- folding carton
- cardboard and paper
- minimal
- identity by typography
- end-user packaging

The aim of the project was to conceive a range of packaging for three chocolate bars with a different intensity of cocoa. The originality of this idea is surely the design on the plate of chocolate and not just on the packaging. Swann chose the brand for its product Choc Art. It is a concept where young artists can sculpt directly the chocolate, which makes the bar unique, like a piece of art.

---

Reference: <http://packaginguqam.blogspot.com/2010/04/choco-art-swann-marchon.html>

---

## Credits:

**Country:** Switzerland

**Year:** 2008

**School:** UQAM Universit  du Qu bec   Montr al (Montr al, Canada)

**Student:** Swann Marchon

**Professor:** Sylvain Allard

Other images: