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 UniversitÃ" du Québec à Montréal (Montréal, Canada)

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Professor: Sylvain Allard

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