

# CHOC ART

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## 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.

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

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## Credits:

**Country:** Switzerland

**Year:** 2008

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

**Student:** Swann Marchon

**Professor:** Sylvain Allard

Other images: