

PLANT YOUR DREAMS AND LET THEM GROW



Properties list:

- end-user packaging
- range of products
- extra-use of packaging
- new product
- flowergrowing and gardening
- additional structural elements
- sachet
- other materials
- cardboard and paper
- hand-made
- contemporary
- identity by typography
- identity by illustration
- packaging as a new medium
- gift packaging

"Plant your Dreams and let them Grow" is the title of project designed by the designer Sophia Georgopoulou for self-promotion and for greetings for the new year 2011. The actual tulip flowers and their "unique" names (e.g. "Red Emperor", "Pink Diamond", "Sweetheart", "Candella" etc..) inspired the author to create a series of ecological and interactive package-gifts containing tulip bulbs. These packages were sent to friends and clients. The illustrations created on the packs were inspired by the name of each "unique" tulip and were drawn by hand.

Reference: www.sophiag.com

Credits:

Country: Greece

Year: 2010

Agency: Sophia Georgopoulou

Designer: Sophia G
eorgopoulou

Other images:

