

FALTA DE CHÃ•



Properties list:

- end-user packaging
- range of products
- concept
- coffee, tea and infusions
- folding carton
- cardboard and paper
- identity by shape
- contemporary

This project aims to make a reflection about this issue of "unhandling", having the packaging design as primary tool. Starting from the idea of awareness of the gesture, the author tried to create a container that potentiates a new mode of human-object interaction, that goes beyond mere functional and aesthetic use of the package, and provides a sensory experience to the user.

The newly created tea brand goes by the name of Falta de Chã, which means "Lack of Tea". This designation sets a tone of fun and informal brand that plays with this portuguese expression used to refer to lack of education. The allusion to such an expression appears on the one hand, the logic of naming a brand that comes to supply a desire to consumption of tea, but also in order to suggest the idea that if people consume the brand, will be polishing up, like "educating themselves."

This project had a special feature at Young Package 2012 competition as "Works Worth Mentioning".

Reference: <http://www.angramaria.com/>

Credits:

Country: Portugal

Year: 2012

Other images:

