



Properties list:

- range of products
- new product
- confectionery and sweetness
- pouch
- contemporary
- plastics
- transparent
- identity by typography
- photo to describe
- identity by photo
- identity by colour
- end-user packaging

From Mouse Graphics website: ?to paraphrase the famous Marshall McLuhan expression, "the medium is the content" in this packaging extravaganza. ?he symbiotic relationship of medium and message, (of which the media guru preached), is here translated into the eccentric coupling of package-product. ?n 'outer-inner' game of illusions is played here, for the eyes of the consumer. ?he paradox of a sweet, edible, even appetizing pebble, the beauty of an open crop, with its shockingly realistic flesh, fake cherries which can fool birds into coming to nibble at them like in the ancient paintings of Zeuxis, rocky-tasty formations: all these are mind treats we prepared for the consumer within a heightened - reality design environment.?

Reference: <http://www.mousegraphics.gr/showcase/hatziyiannakis-dragee-pebbles-design/>

Credits:

Country: Greece

Agency: Mouse Graphics

Other images: