

APPARITION



Properties list:

- women
- end-user packaging
- single product
- cosmetics, beauty and toiletries
- plastics
- glass and ceramics
- luxury
- transparent
- translucent
- identity by shape
- identity by abstract shapes
- new product

Apparition architecture of light: a fantasy of Hundretwasser, an enamelled jewel, a precious time-worn mosaic... Architecture of light enhanced by the contrast between clear glass and the full colours of the irregular 24 carat golden tessera, with resin dyes and applied to the front of an idealised skyscraper (their outline, cut into the box, moves the sophisticated pure white die-cut with red lettering). A silver-plated metal cap incorporated into the body of the container completes the outline without interruptions, producing harmony of material. Finally, the bright red lettering endorse and stress the eccentricity of the lines. Sylvie de France has produced an ergonomic container for the new Emanuel Ungaro perfume: a masterpiece, a casket capable of both enclosing and emanating the seductive vibrations of unpredictable and glittering femininity. That, transformed by desire, reveals itself in a vision.

Reference: [ItaliaImballaggio n.3 March 2005](#)

Credits:

Year: 2005

Designer: Sylvie de France

Other images:

