

EYE CANDY



Properties list:

- product accessibility
- end-user packaging
- new product
- single product
- identity by colour
- opening and closure systems
- labels and sleeves
- folding carton
- box
- plastics
- cardboard and paper
- playful
- contemporary
- identity by textures and patterns
- identity by typography

From [The Play Coalition](http://www.theplaycoalition.net) website: "The Play Coalition were asked by [Beta Tank](http://www.eyecandycan.com/) to produce the packaging for their new *sensory substitution* lollipop, Eye Candy. More details about the product can be found on the [Eye Candy website](http://www.eyecandycan.com/)."

Reference: http://www.theplaycoalition.net/projects/project_1/project-1.html , <http://www.eyecandycan.com/>

Credits:

Agency: The Play Coalition

Designer: Joe Malia

Structural design: Dane Whitehurst, Neil Usher

Other images:

