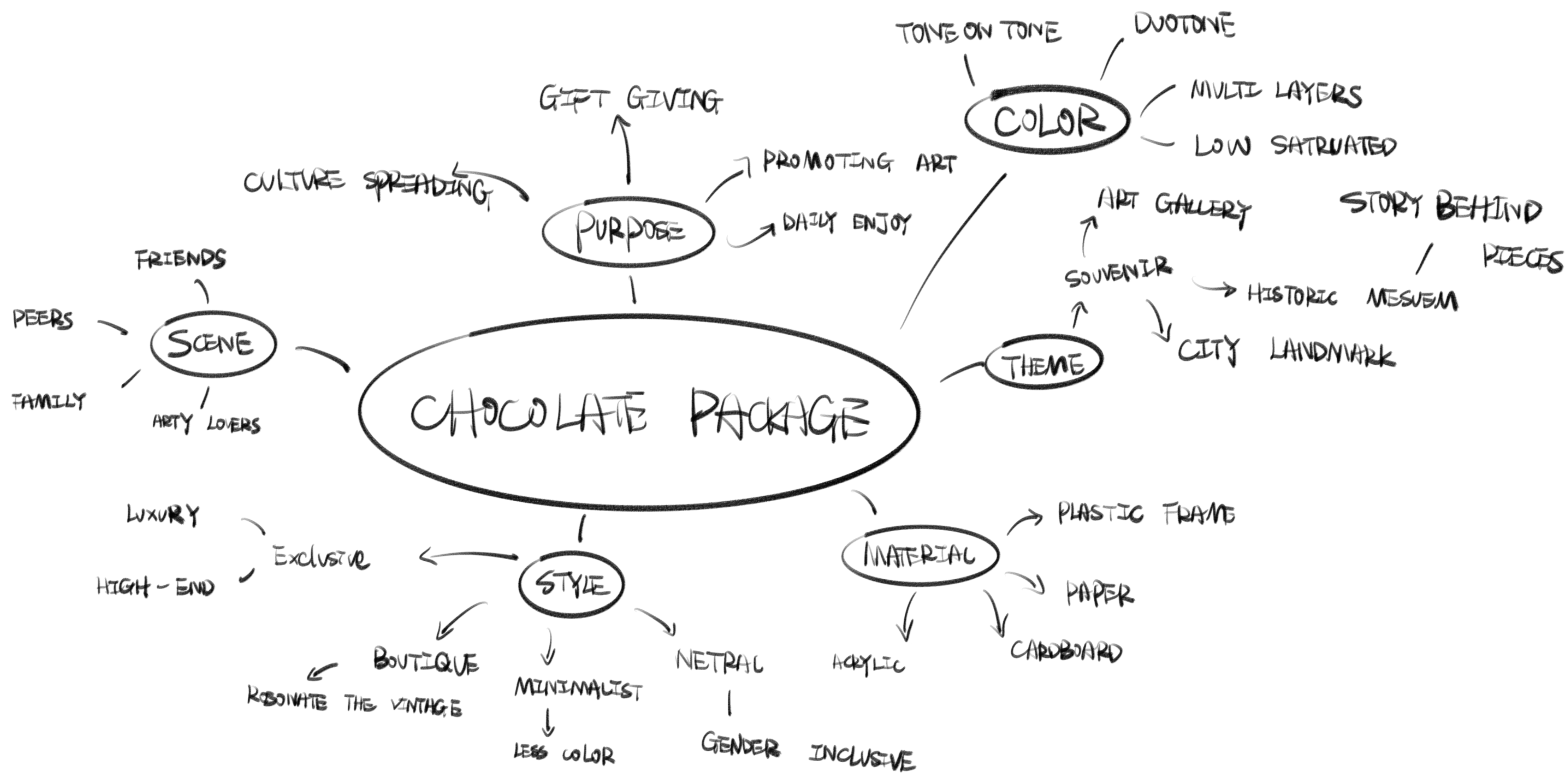
Section 1

Concept

Mind Map


CHOCOLATE PACKAGE
PURPOSE
GIFT GIVING
CULTURE SPREADING
PROMOTING ART
DAILY ENJOY
COLOR
TONE ON TONE
DUOTONE
MULTI LAYERS
LOW SATRUATED
THEME
SOUVENIR
ART GALLERY
HISTORIC MESUEM
STORY BEHIND PIECES
CITY LANDMARK
SCENE
FRIENDS
PEERS
FAMILY
ARTY LOVERS
STYLE
Exclusive
LUXURY
HIGH - END
BOUTIQUE
REBOINATE THE VINTAGE
MINIMALIST
LESS COLOR
NETRAL
GENDER INCLUSIVE
MATERIAL
PLASTIC FRAME
PAPER
CARDBOARD
ACRYLIC

Trends

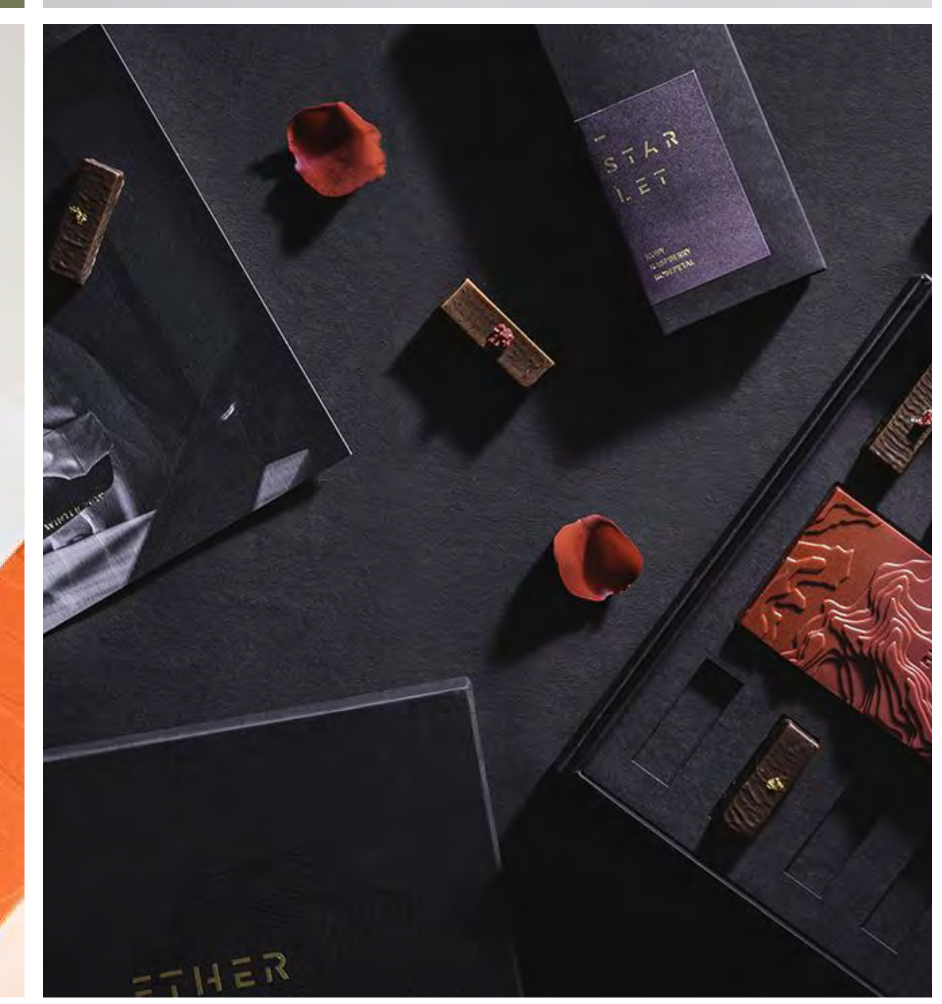
Sustainability

Minimalism

Artisanal

Premiumization

Bold Colors and Patterns



Market Analyze

The chocolate
purchasing trend is steadily rising

Thirty-nine per cent of global consumers say that they've **purchased more chocolate** over the course of the pandemic compared to what they purchased during the previous months

layered aesthetics
and textural materials Packaging

"Packaging aesthetics will shift to reflect a culturally mixed and inclusive world"

-WGSN

Conceptual Write-up

Conceptual Write-up

Designing chocolate packaging that collaborates with the world's top museums offers a fascinating intersection of art, culture, and gastronomy.

Each museum has its own rich history and collection of artworks. Incorporating these into chocolate packaging provides an opportunity for storytelling. It can educate consumers about art history, famous artists, and the significance of the pieces featured.

Build in textured tactile finishes or entertaining design details to engage consumers emotionally.

Cultural Fusion

Storytelling

Creative Expression

Interactive

Sustainable

Section 2

Target Audience

Isabelle
Magazine Editor

About
Isabelle works as a fashion editor at a renowned French magazine. Her years of aesthetic experience have given her high standards for the packaging of everyday items. She enjoys traveling the world during her vacations, visiting museums in different countries.

Goals
Enhance Personal Collection

Support Art and Culture

Share Her Passion

Personality
Isabelle has a deep appreciation for **aesthetics and design**.

Always on the lookout for **unique** and **creative** products that stand out and offer a novel experience.

Isabelle is very **detail-oriented** and values quality and **craftsmanship** in every aspect of her life.

Needs
High-Quality Products

Unique Gifts

Educational Value

Sustainable Options

Pain Point
High-quality, art-inspired products can be **hard to find** and are often not available in mainstream markets.

Many products do not **seamlessly integrate art** and everyday items, often feeling forced or gimmicky.

Finding products that balance artistic integrity, quality, and **sustainability** can be challenging, as not all brands prioritize eco-friendly practices.

Section 3

Competition

Competing Market

Museum Gift Shops

Boutique Chocolatiers

Luxury Chocolate Brands

Competitor

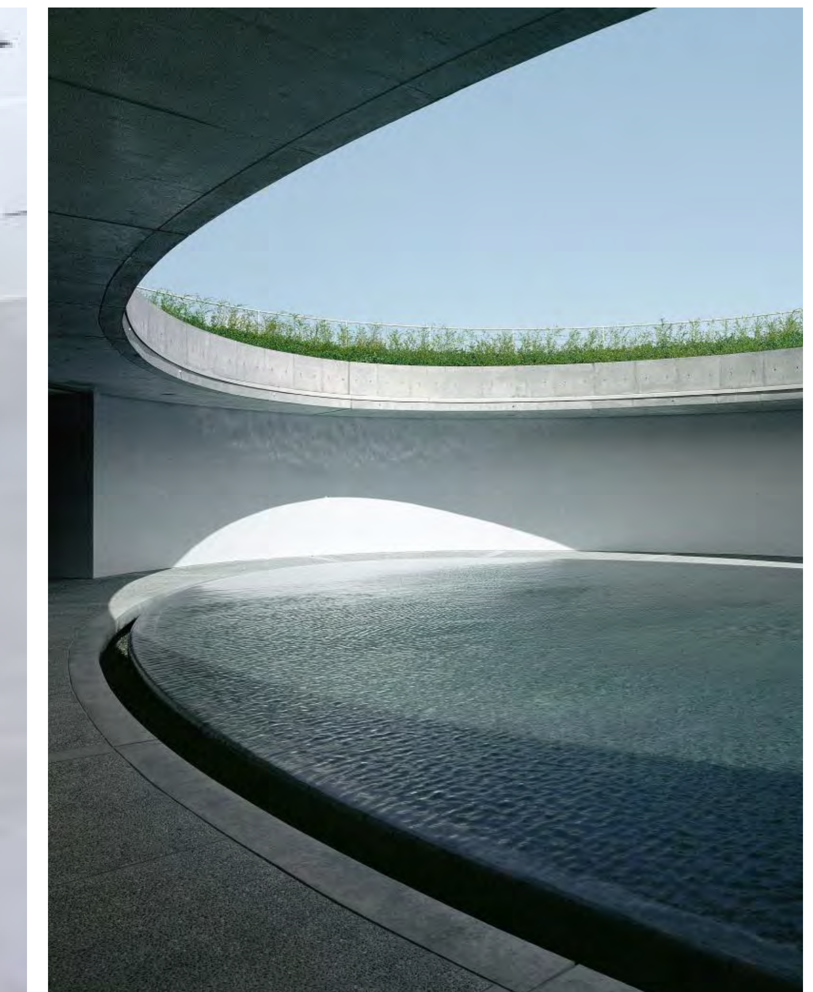
The Nelson-Atkins Museum of Art

The Met x MarieBelle

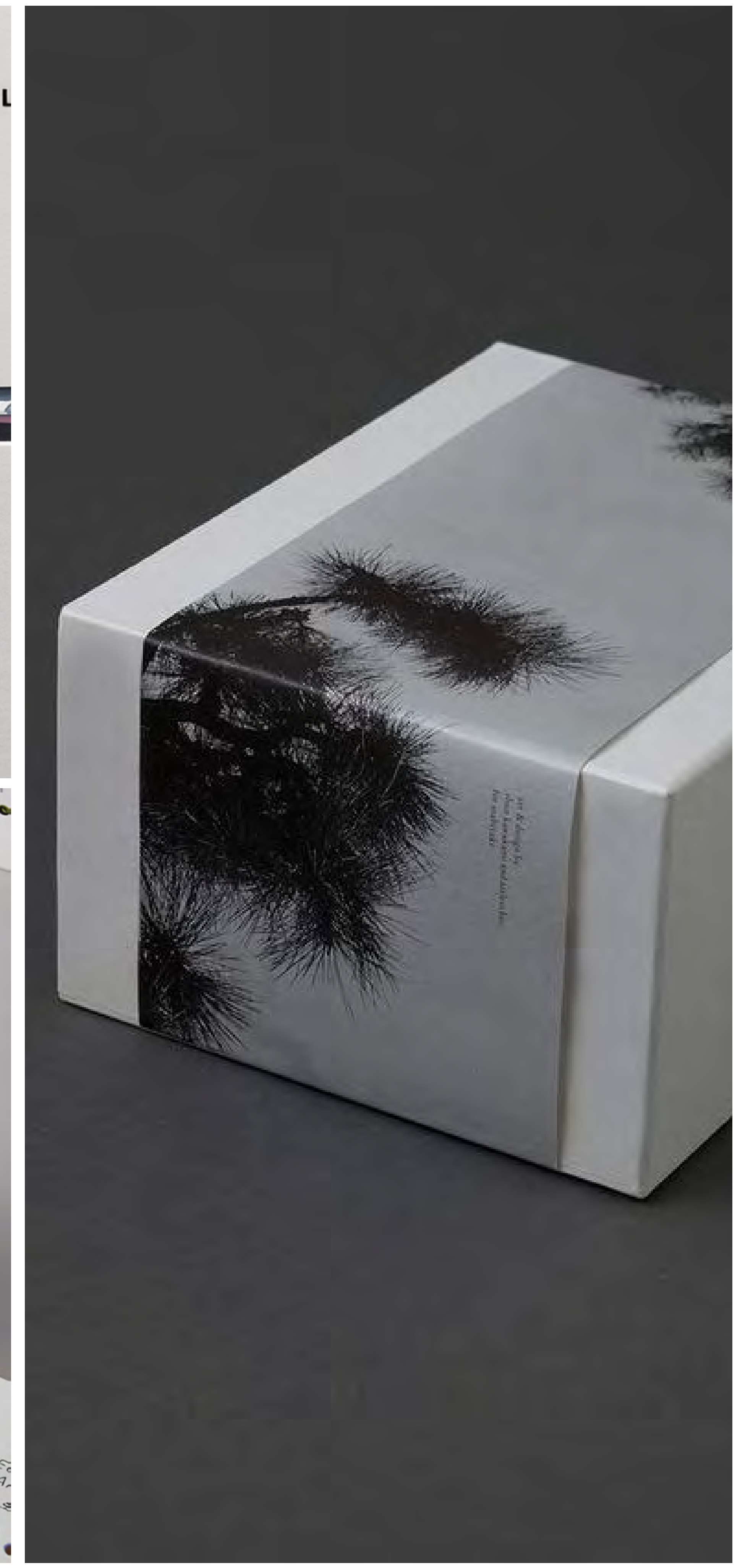
Louis Vuitton Café

Product Matrix

Section 4
Moodboard



ГАРИФ БАСЫРОВ
общая
инвентариза

HAND MADE


CF 18
C.F

WIL GANGB MONGX
MONGX RUT
COLOR SLIDE CLUB

Section 5

Name Exploration

Vault
vôute
Choco vault
Trove
Collectket
Colyket
Cache
Showket
Portfolio
Index

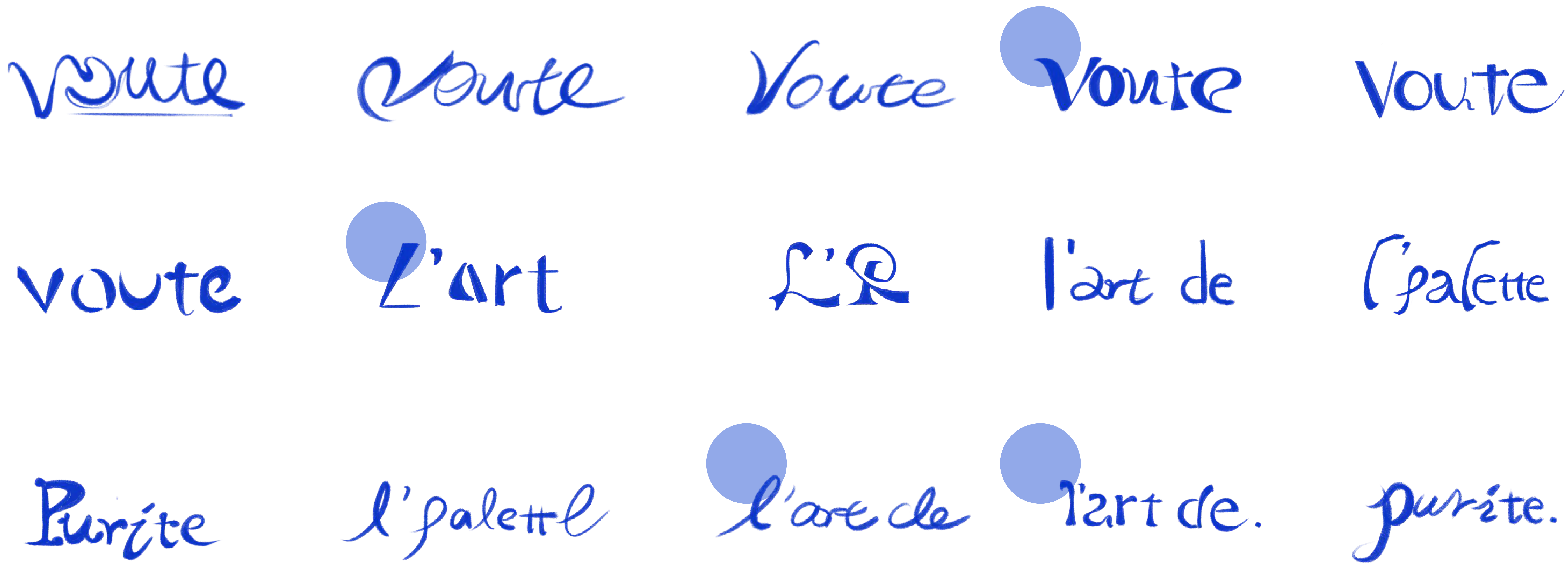
Elyien
Artify
Artiket
Artikey
Courtcase
Artchive
l'art de
l'archive
arte fact
l'folio

Cocoa Cache
ChocoIndex
Chocolat
ChocoFolio
Cocoache
L'Art de Cacao
Raffiné (Refined)
Purité (Purity)
Portrait
l'palette

Section 6

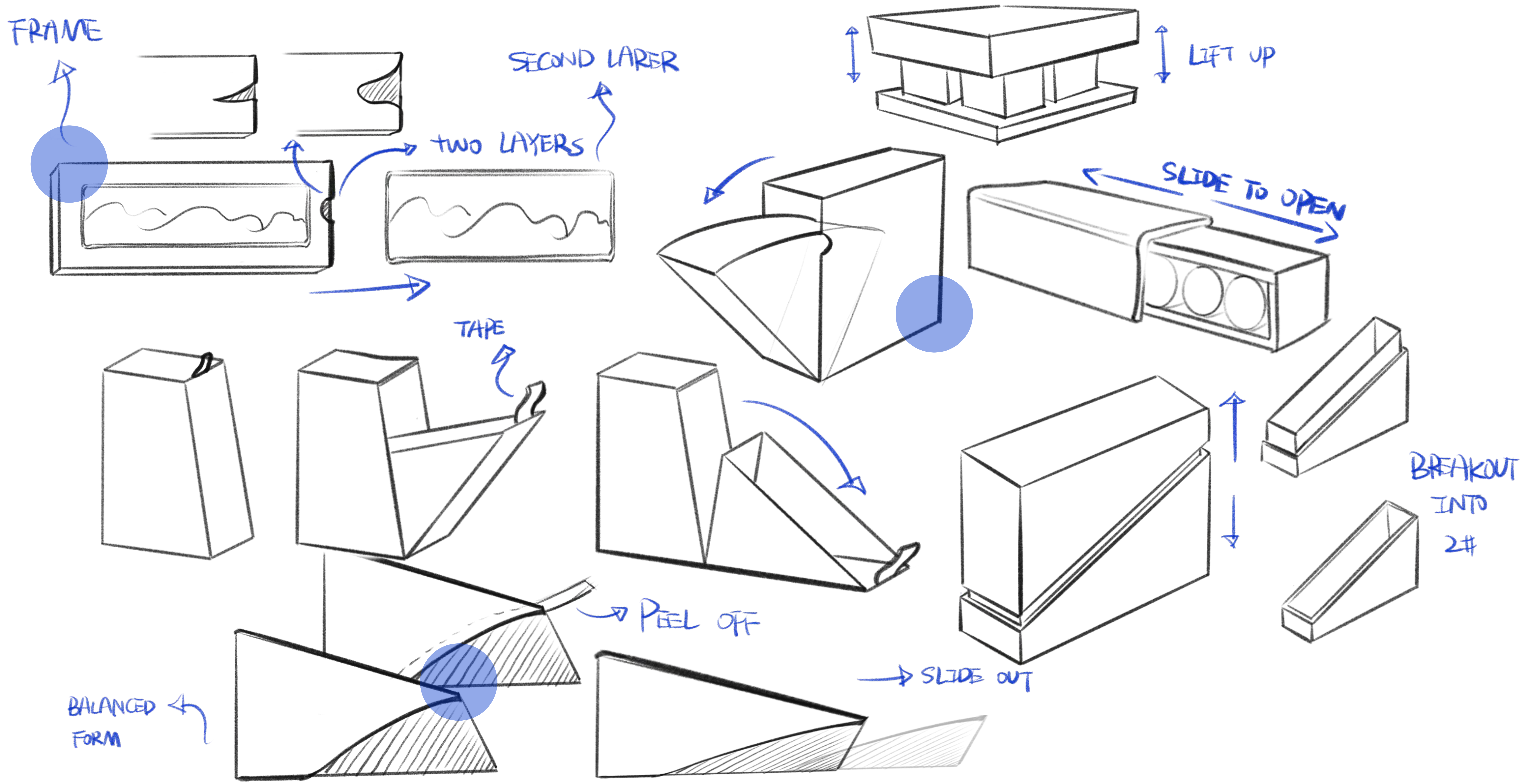
Logo Mark

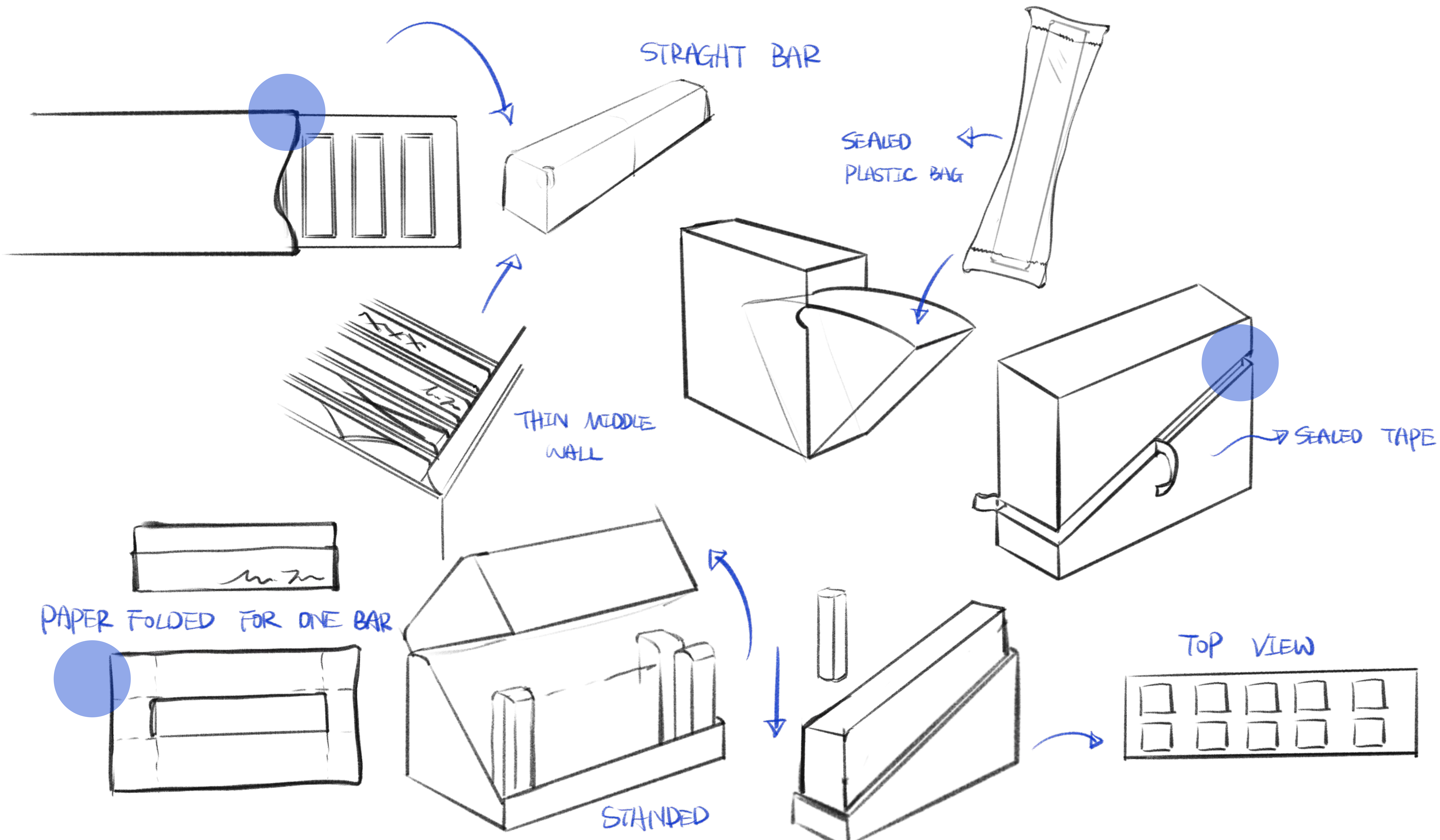
vôute **l'art de** **Purité** **l'palette**



Section 7

Packaging Structure

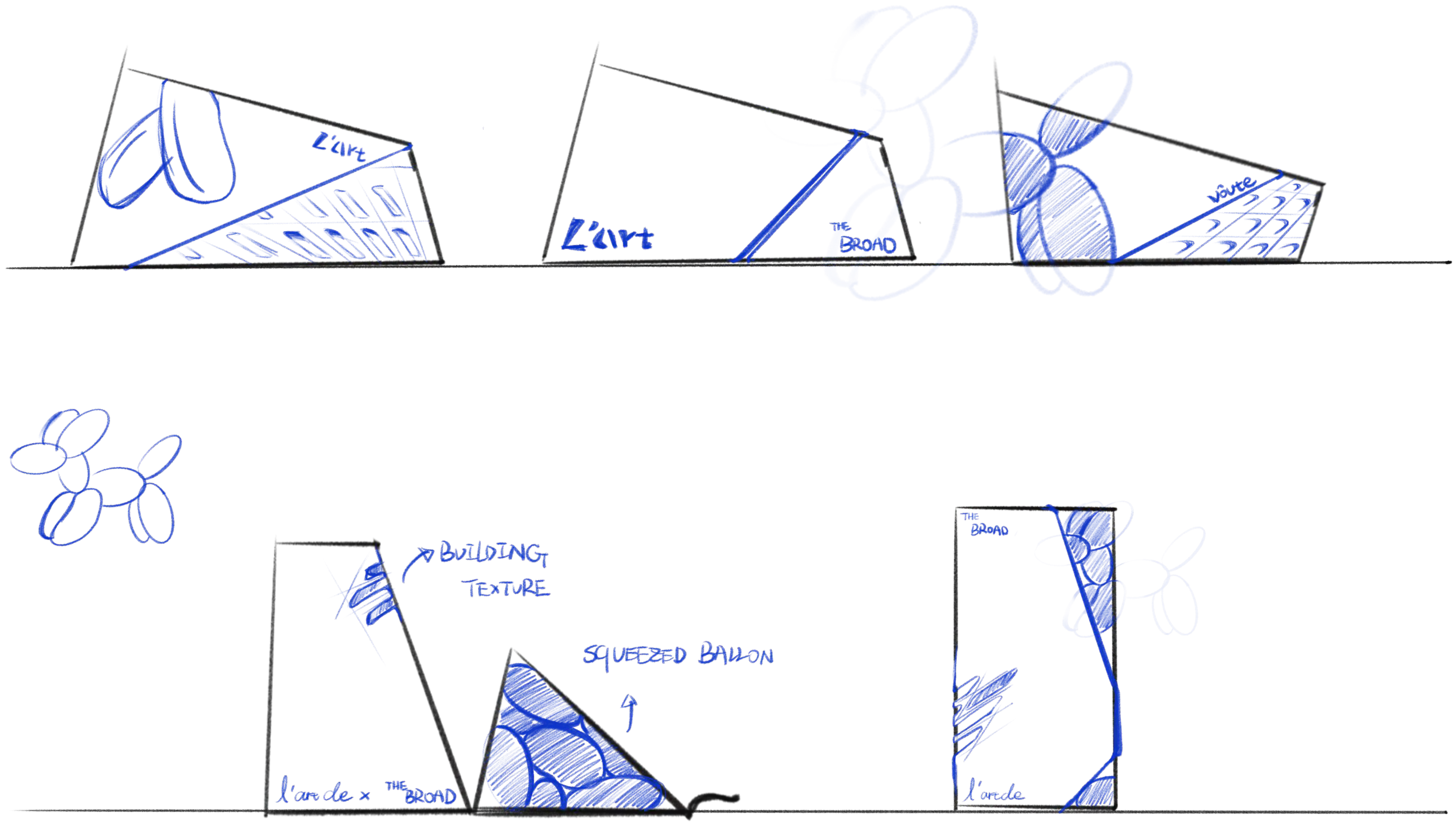

FRAME
SECOND LAYER
TWO LAYERS
LIFT UP
SLIDE TO OPEN
TAPE
BREAKOUT
INTO
2#
PEEL OFF
SLIDE OUT
BALANCED
FORM


STRAIGHT BAR
SEALED PLASTIC BAG
THIN MIDDLE WALL
SEALED TAPE
PAPER FOLDED FOR ONE BAR
STANDED
TOP VIEW

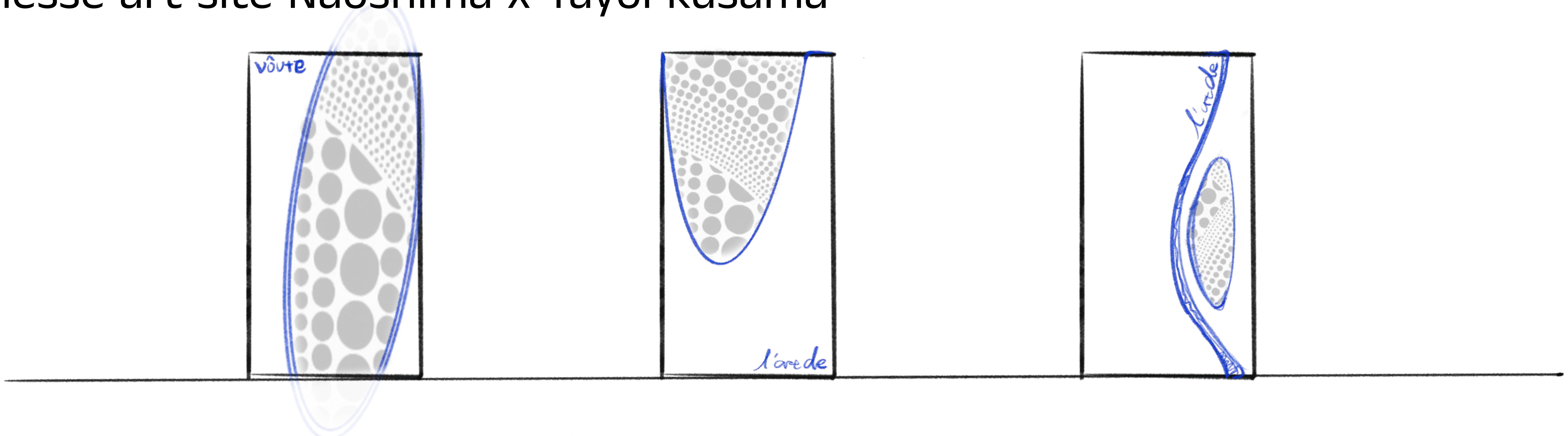
Section 8

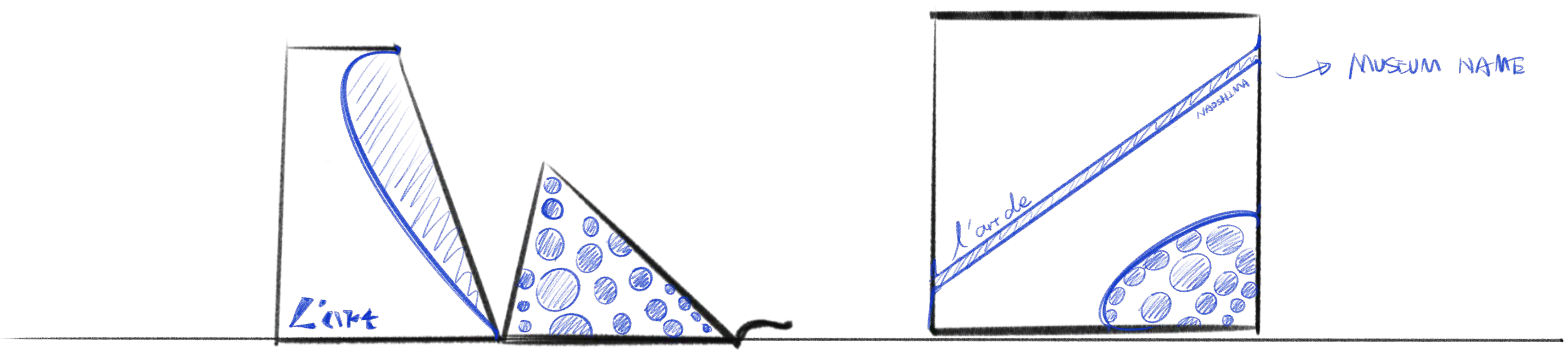
PDP

The Broad x Jeff Koons



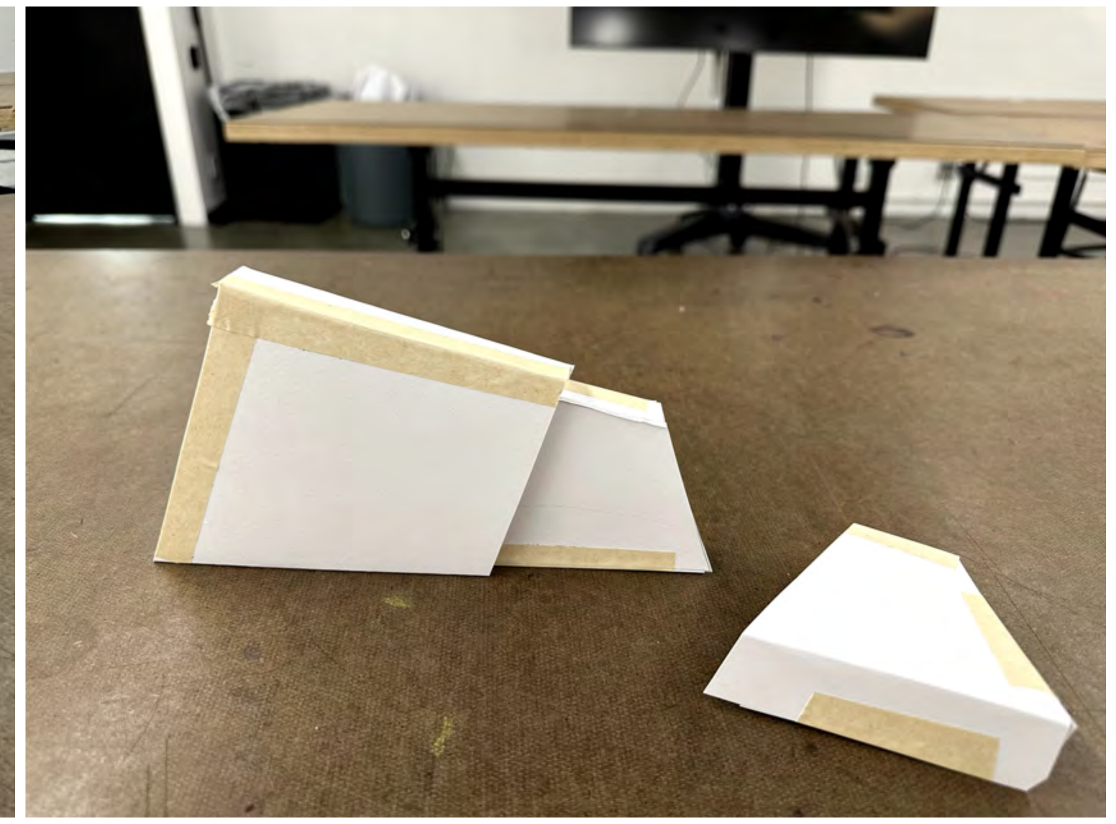
Benesse art site Naoshima x Yayoi kusama





Section 9

First round mock-ups



Refinement

Logotype

VÔUTE VÔUTE vôute

vôute vôute vôute vôute

vôute vôute vôute vôute

vôute vôute VÔUTE

vôute vôute VÔUTE

vôute

vôute

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VÔUTE

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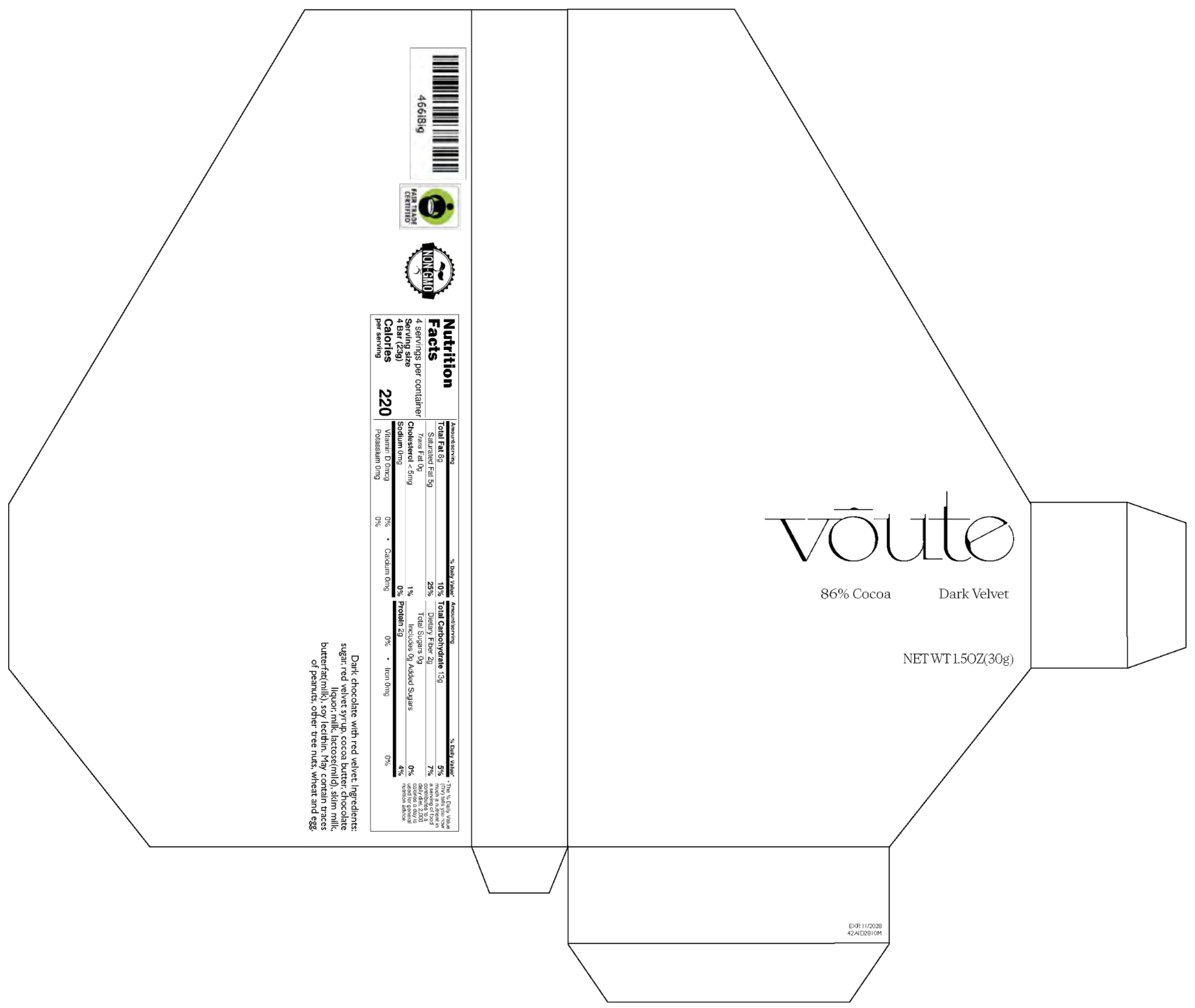
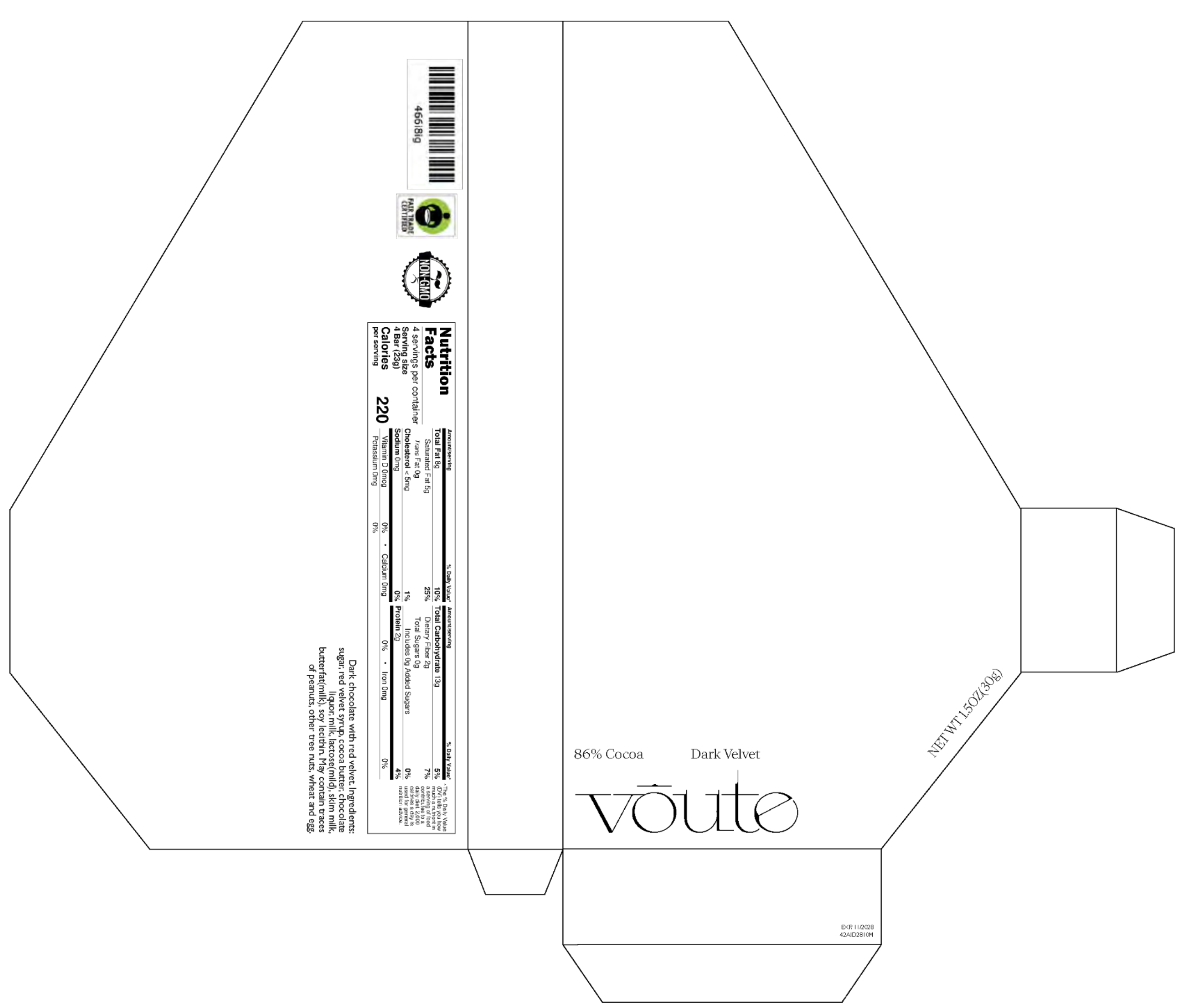
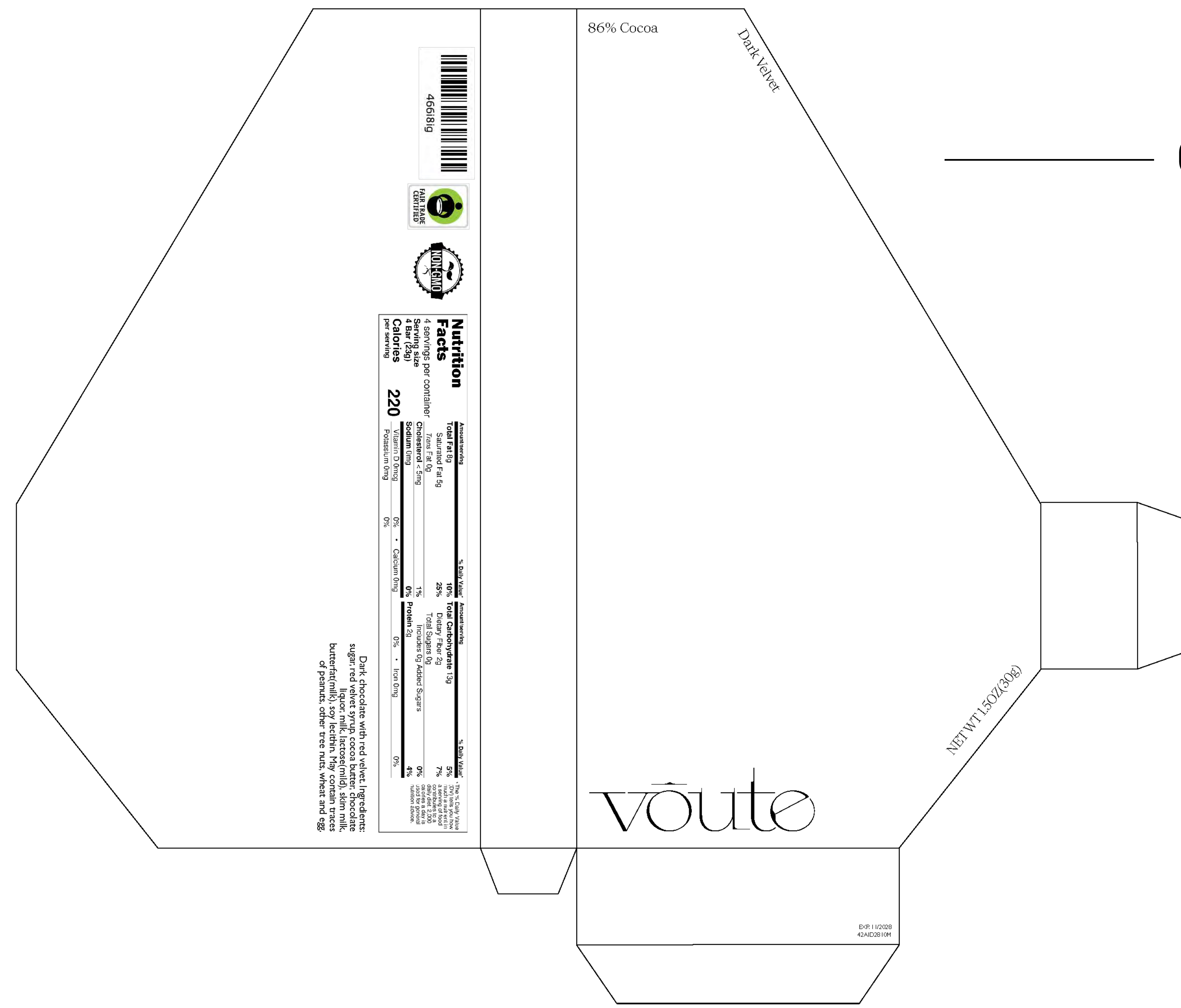
Refinement

PDP

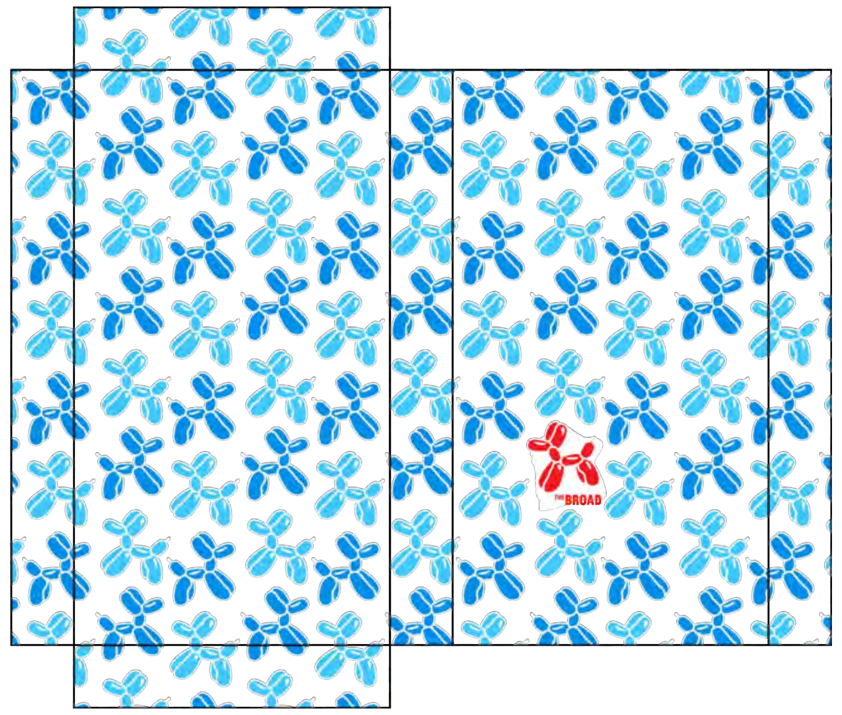
The Broad x Jeff Koons

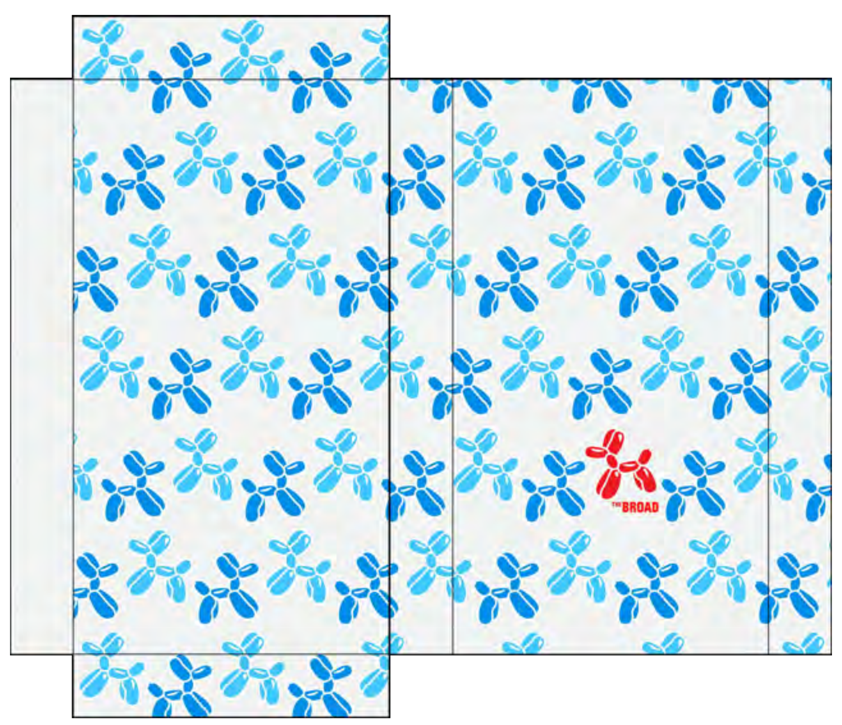


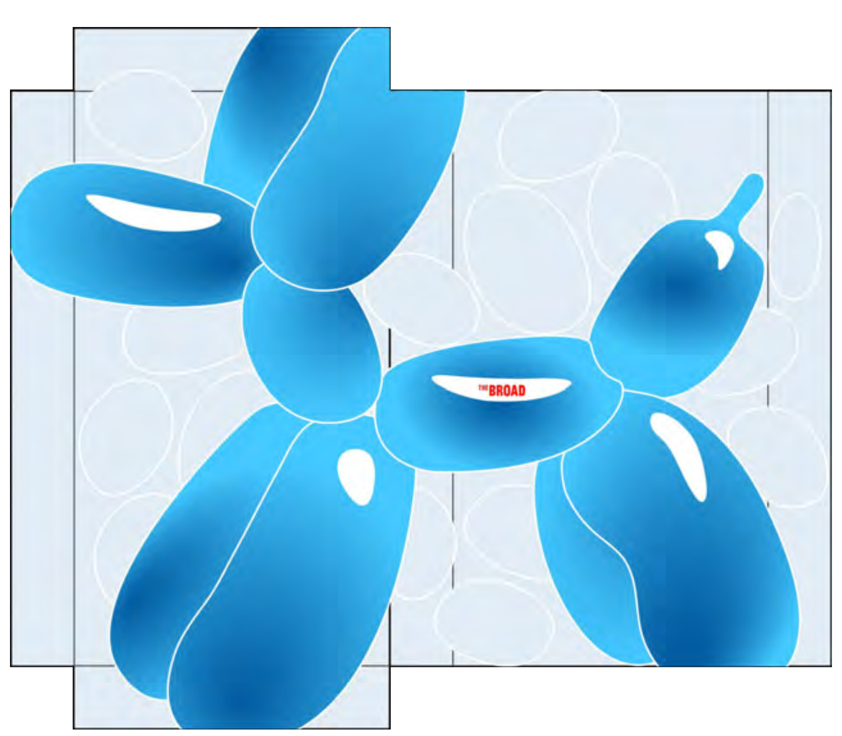


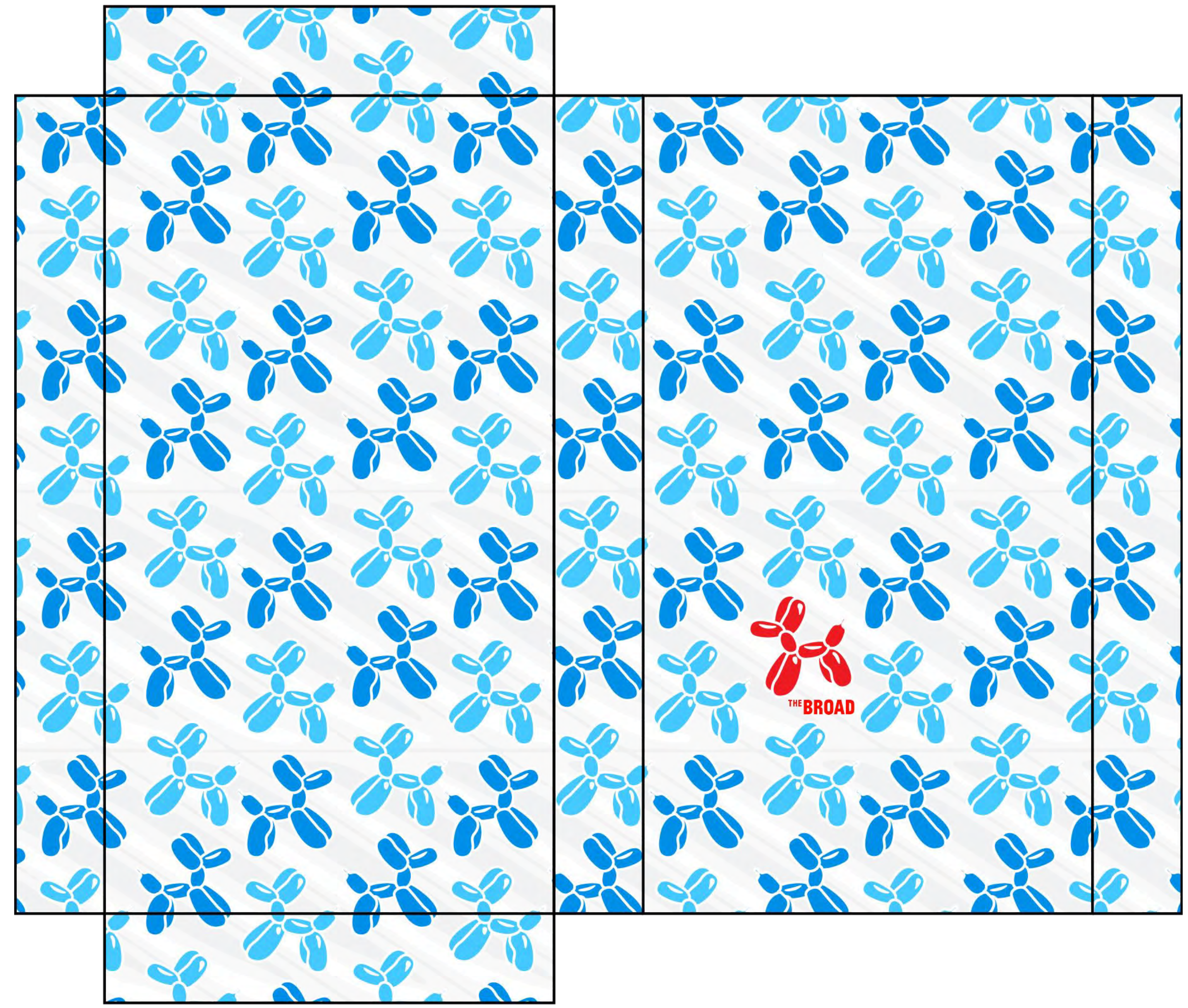


Outer shell







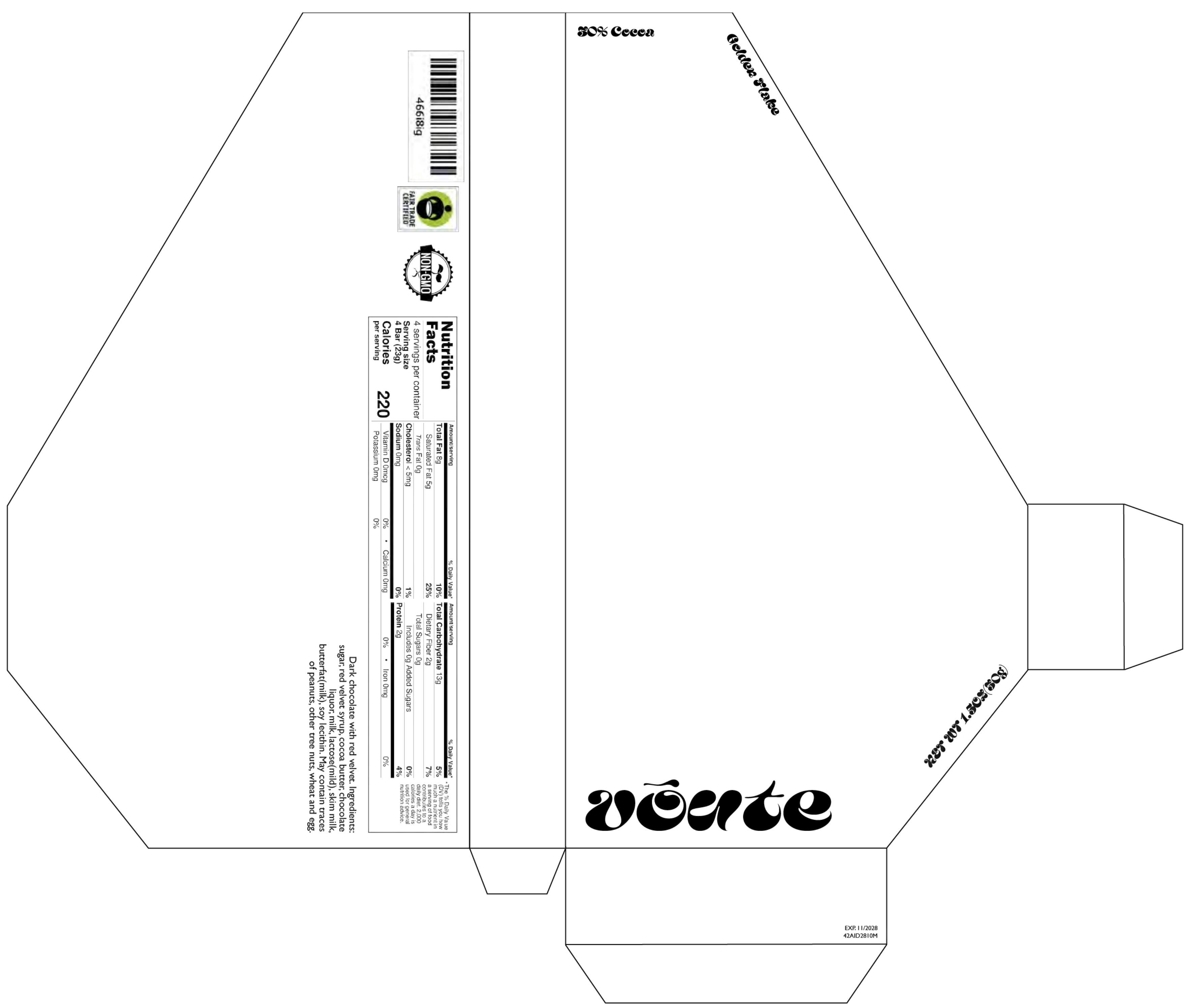


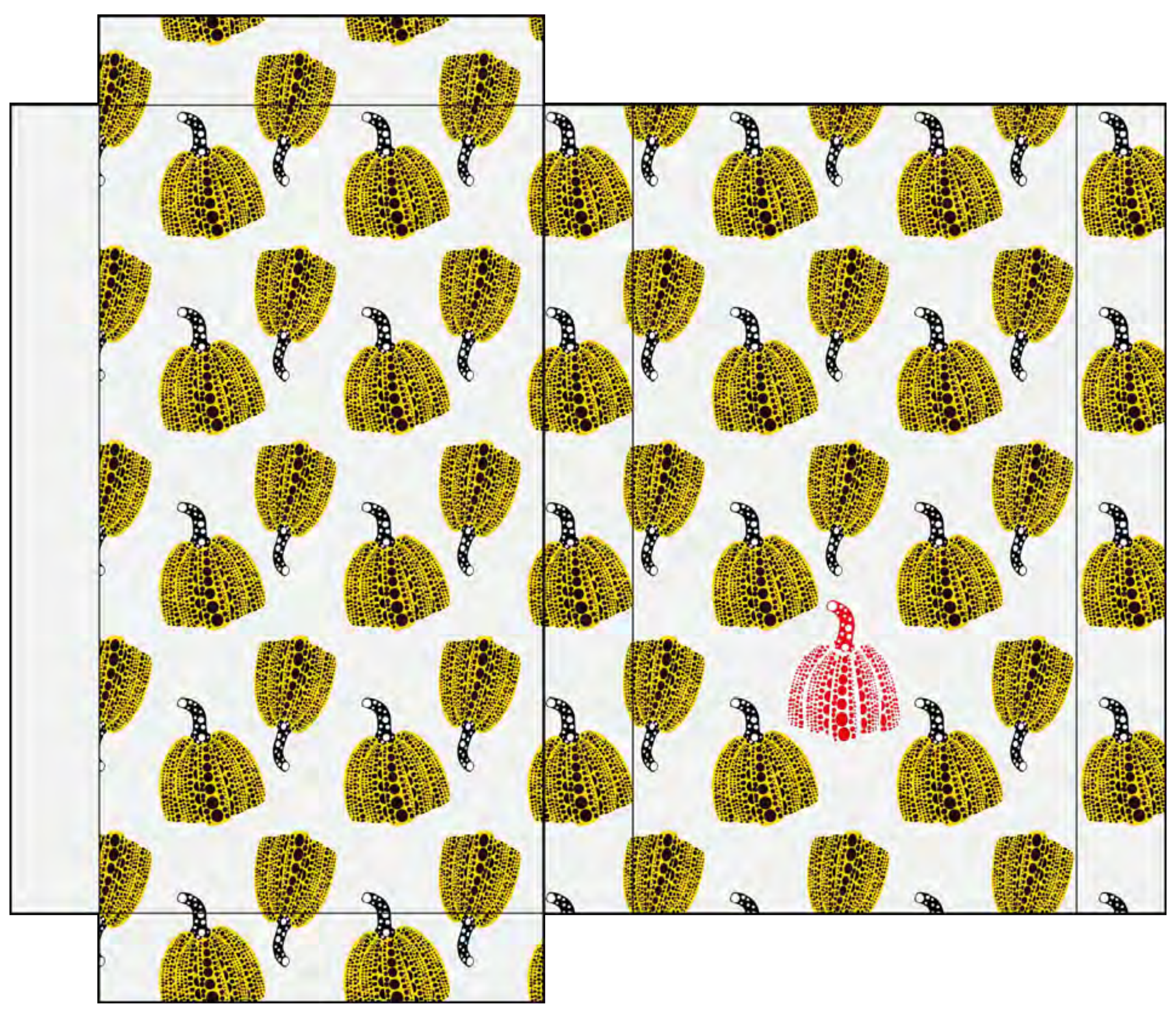
Inner shell

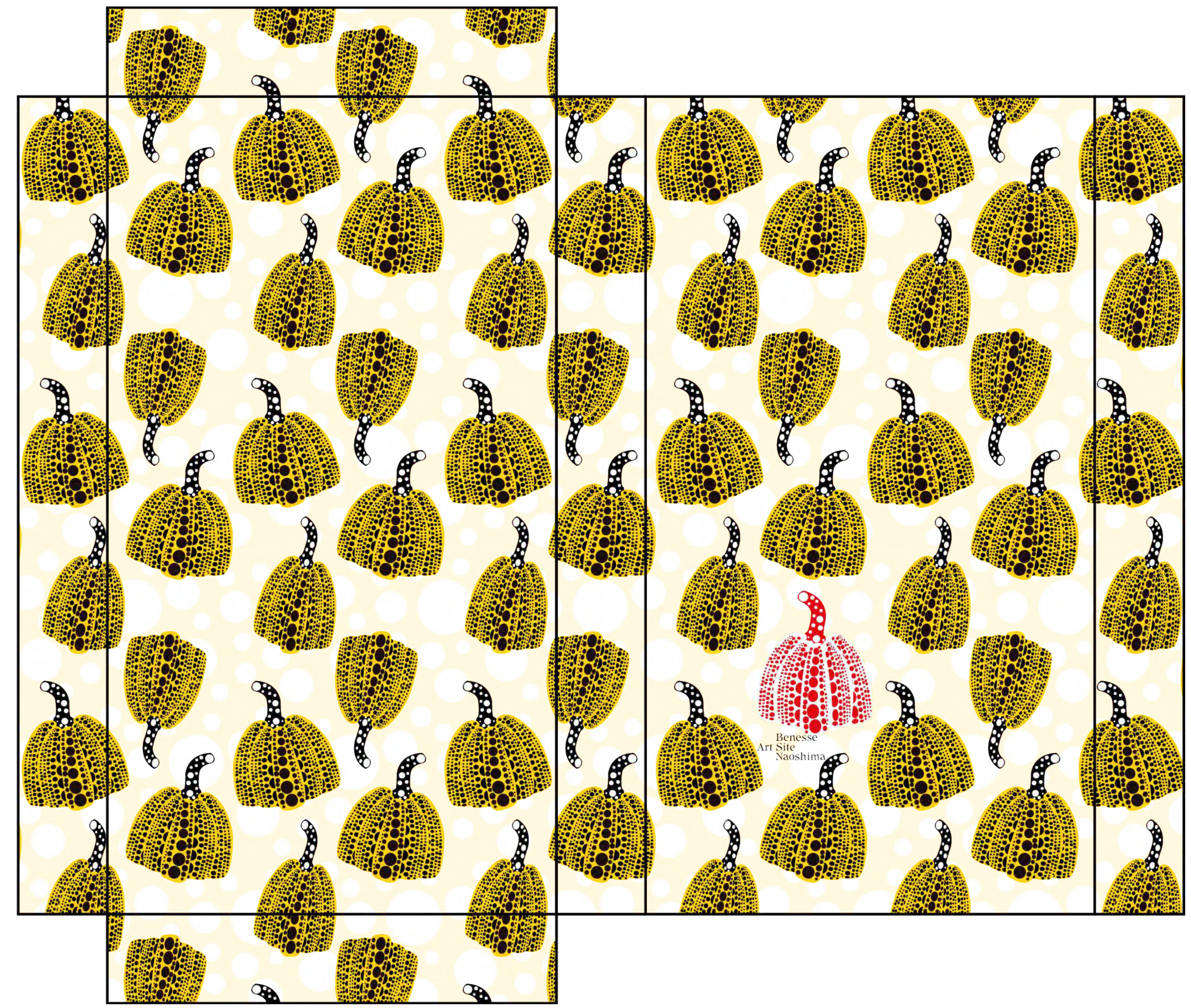
Flavor:Red Velvet

Benesse art site Naoshima x Yayoi kusama

Outer shell







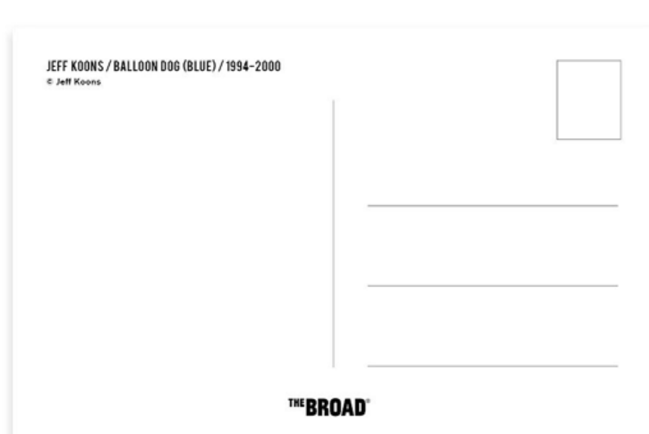
Inner shell

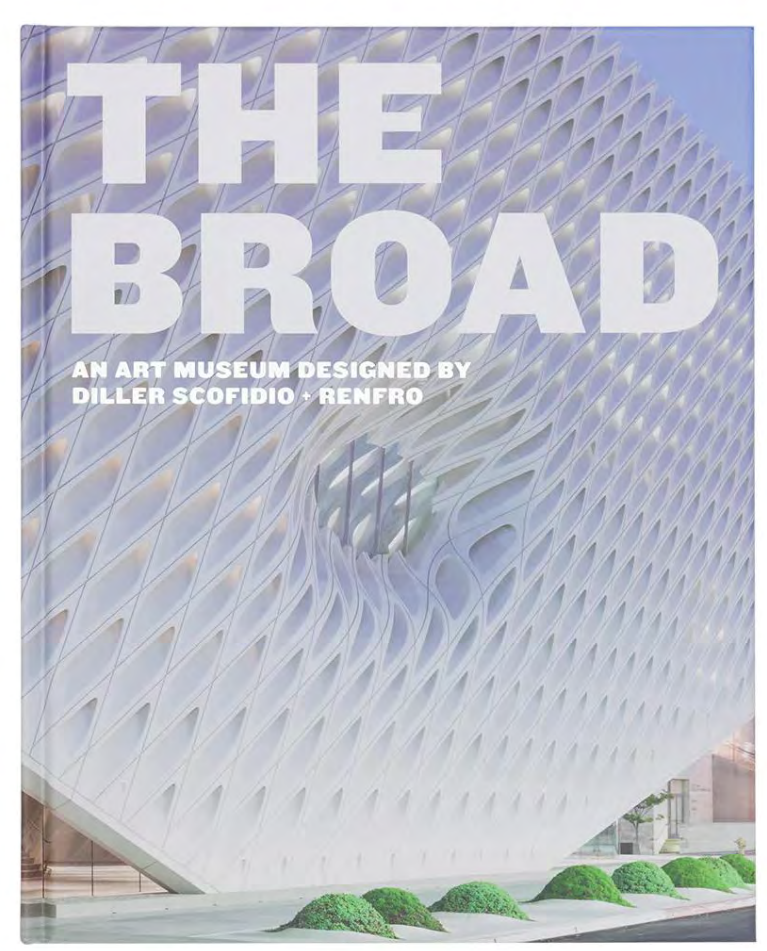
Flavor:White Flakes

Refinement

Competitor Analysis

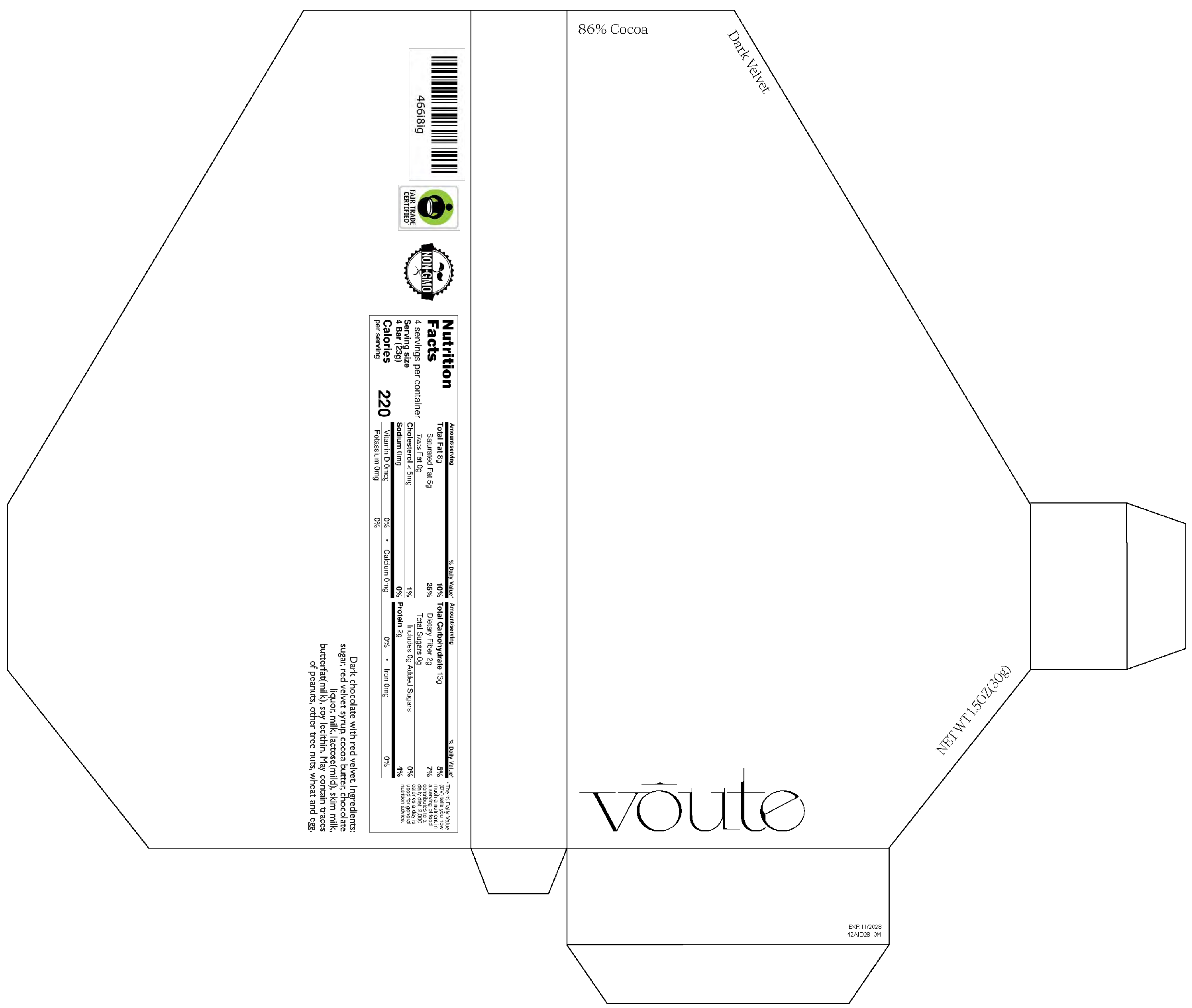
Museum Gift

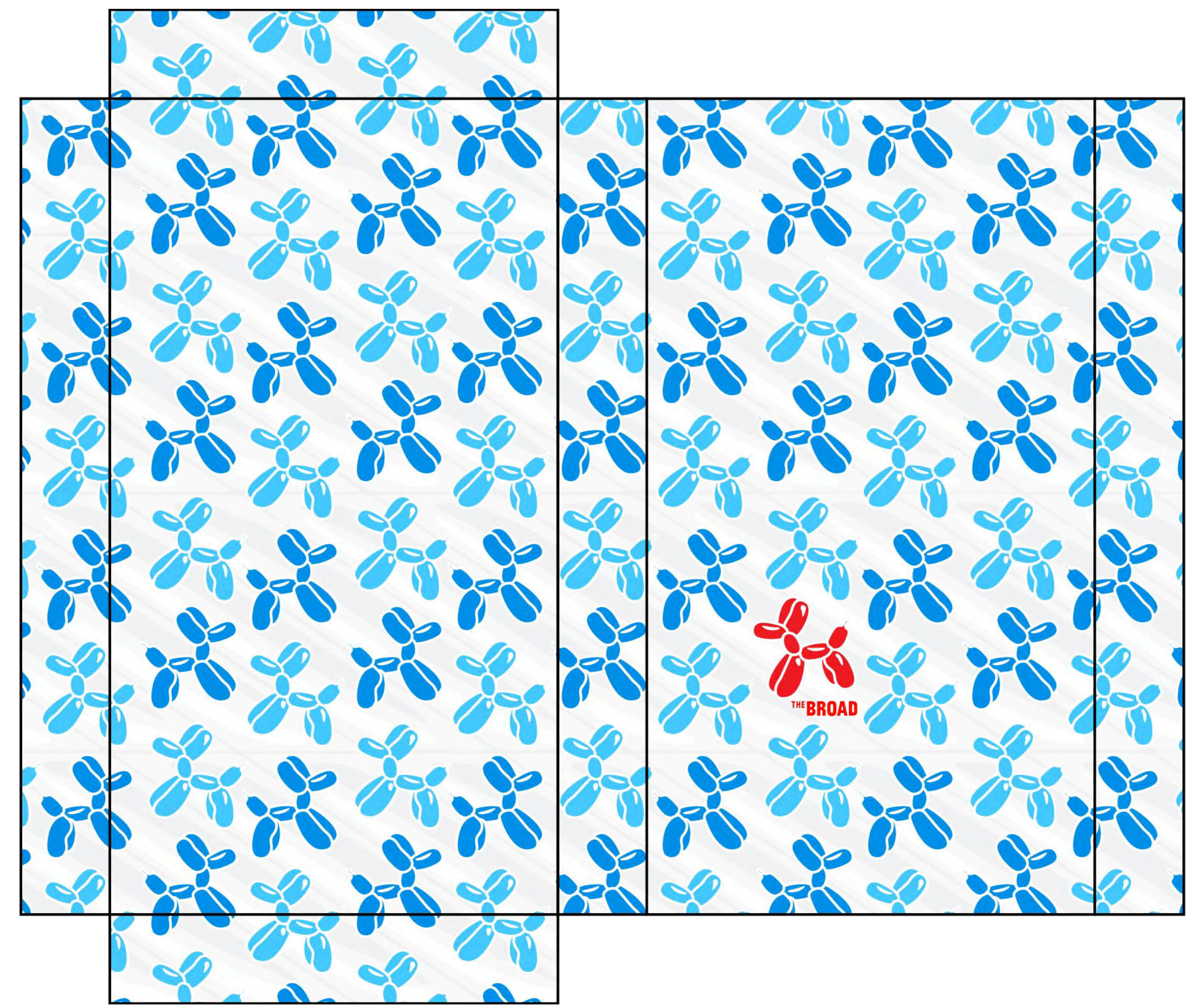

JEFF KOONS / BALLOON DOG (BLUE) / 1994-2000
© Jeff Koons
THE BROAD


THE BROAD
AN ART MUSEUM DESIGNED BY
DILLER SCOFIDIO + RENFRO

Refinement

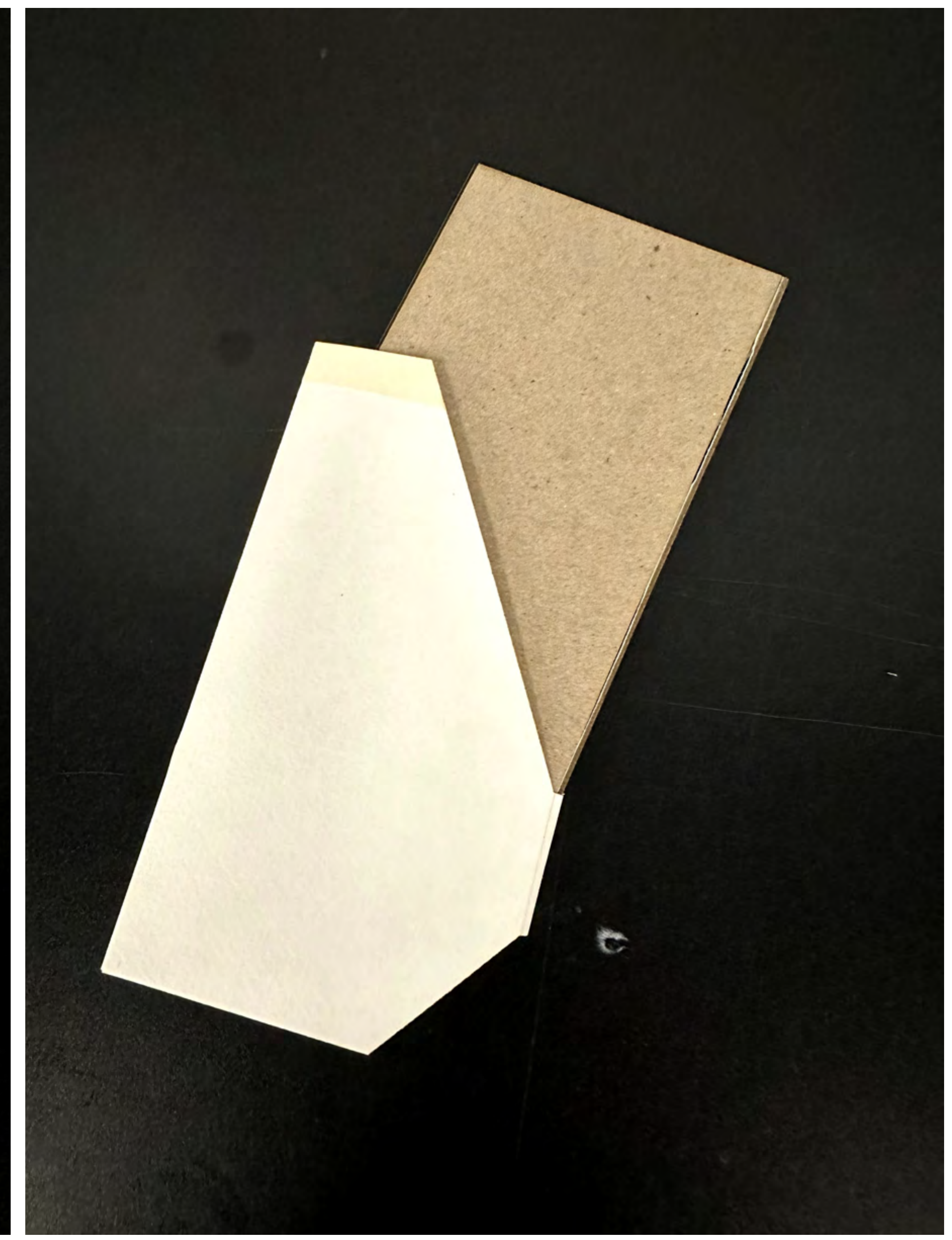
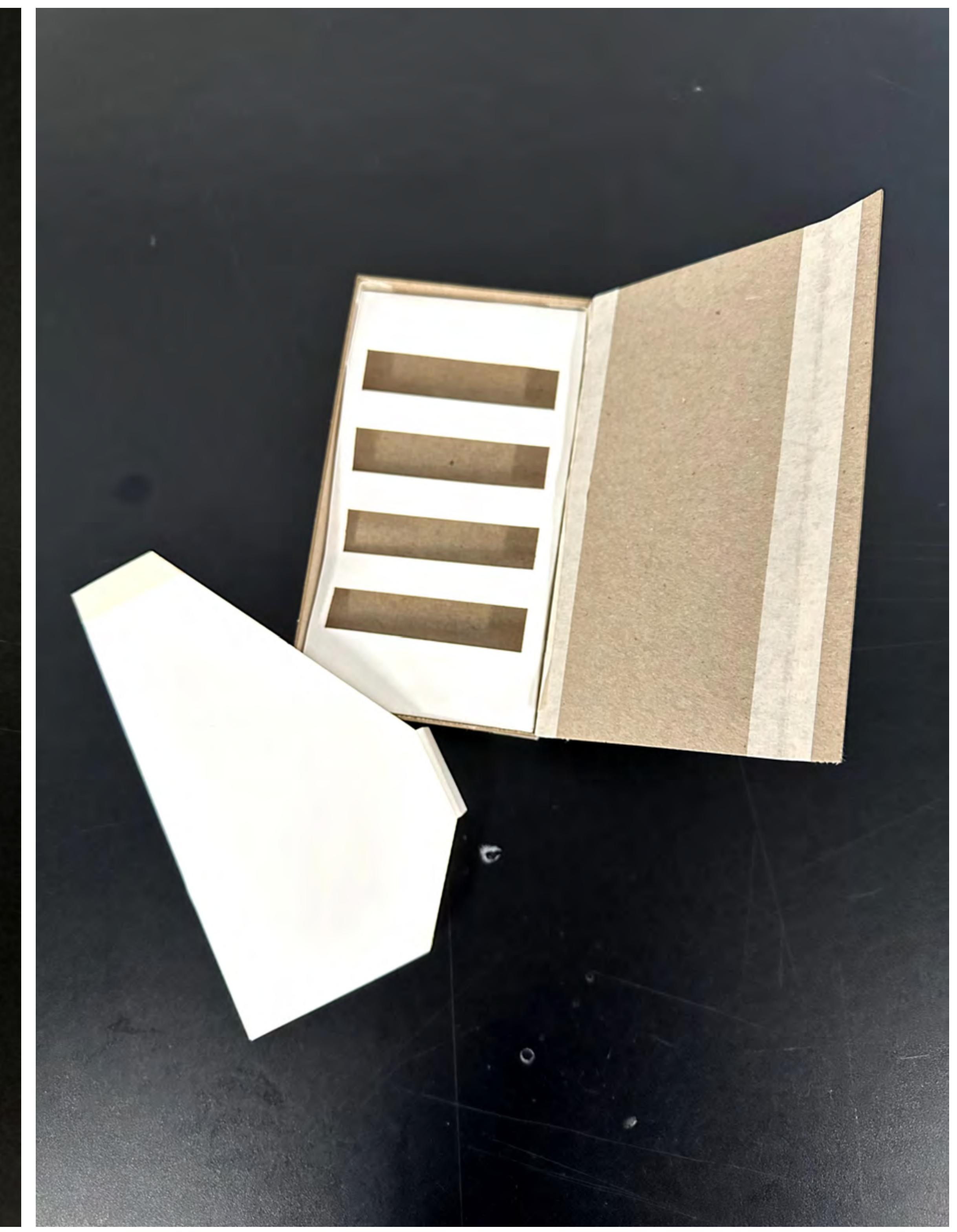
Full Panel Design


86% Cocoa
Dark Velvet
NET WT 1.5OZ(30g)
vôute


THE BROAD

Refinement

Second round mock-ups

1-ply chipboard
illustration board

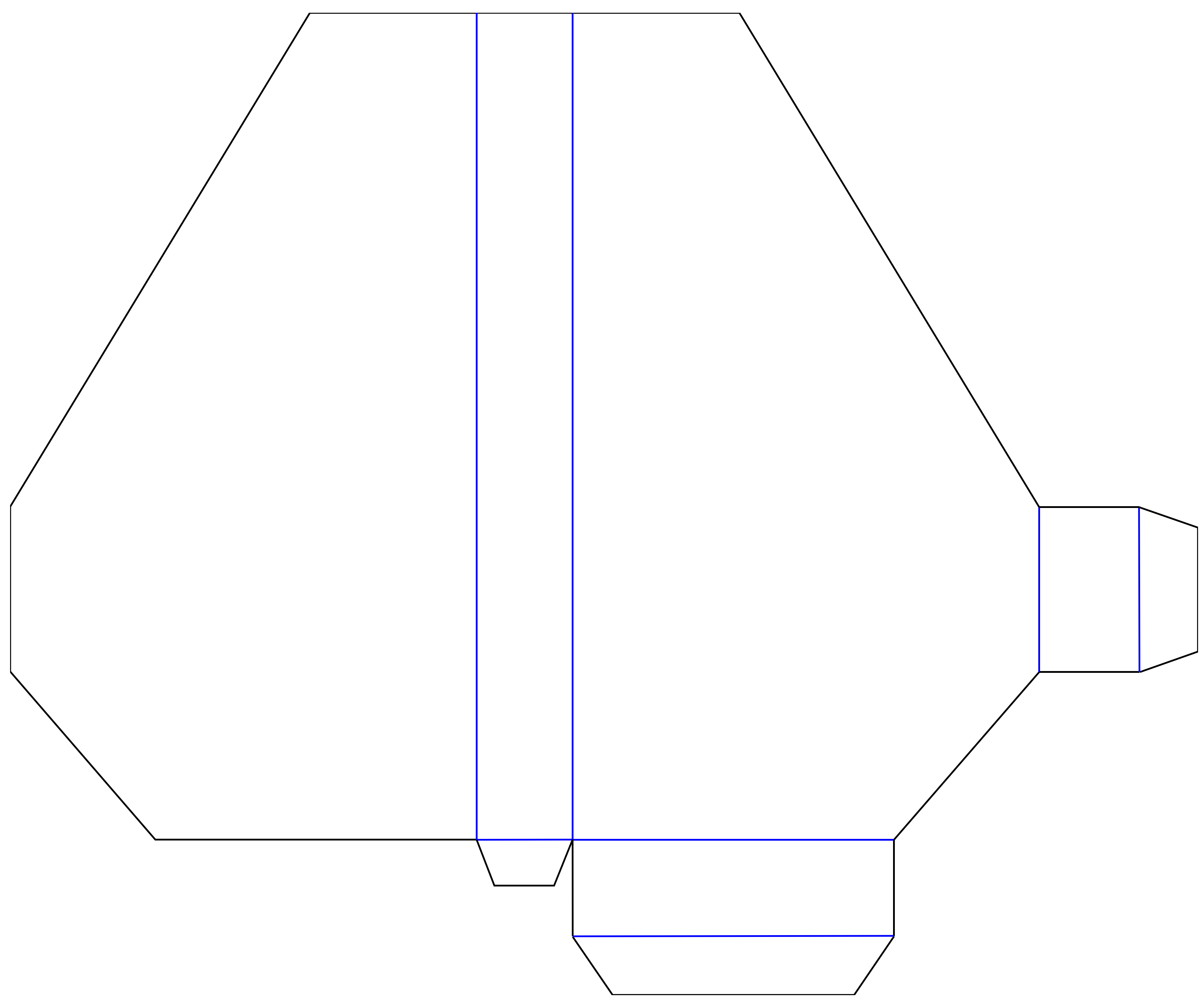
Failed attempt

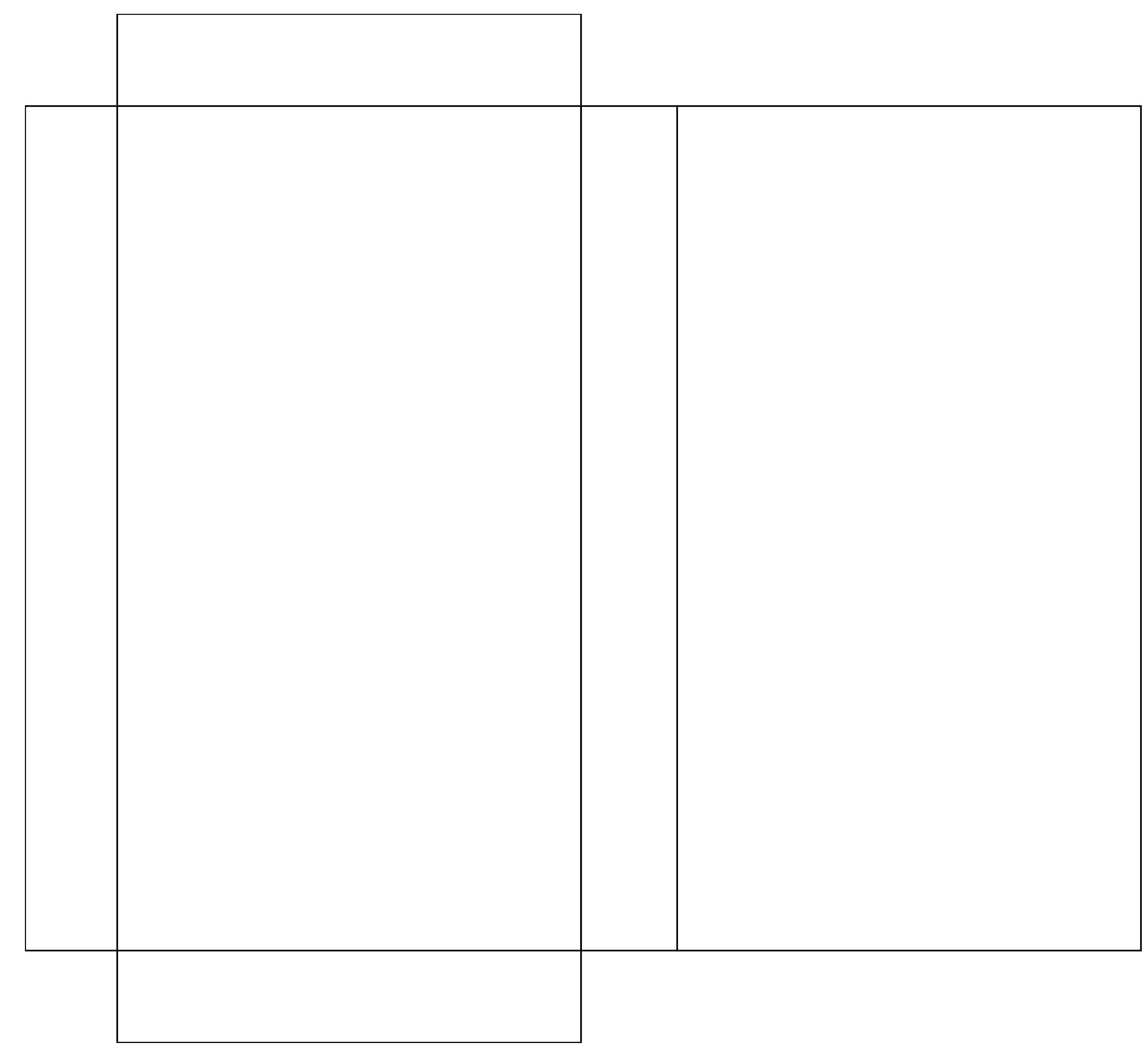
Using tacky adhesive to bond wrapping paper and chipboard. The required tolerance for the lid opening and closing was not considered, resulting in the wrapping paper tearing when the lid is closed.

Further Refinement

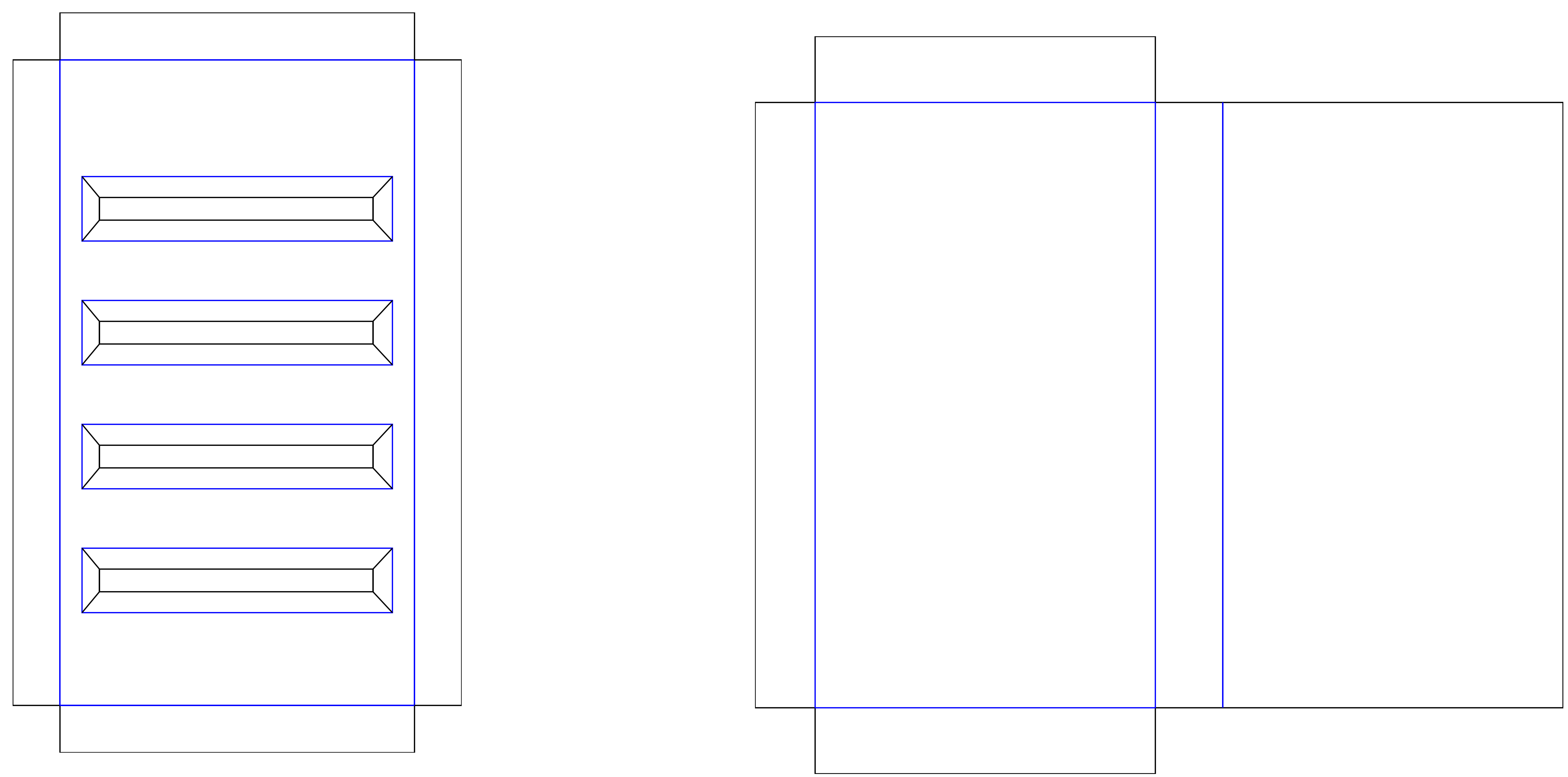
PDP Revision

Outer shell Die-cut

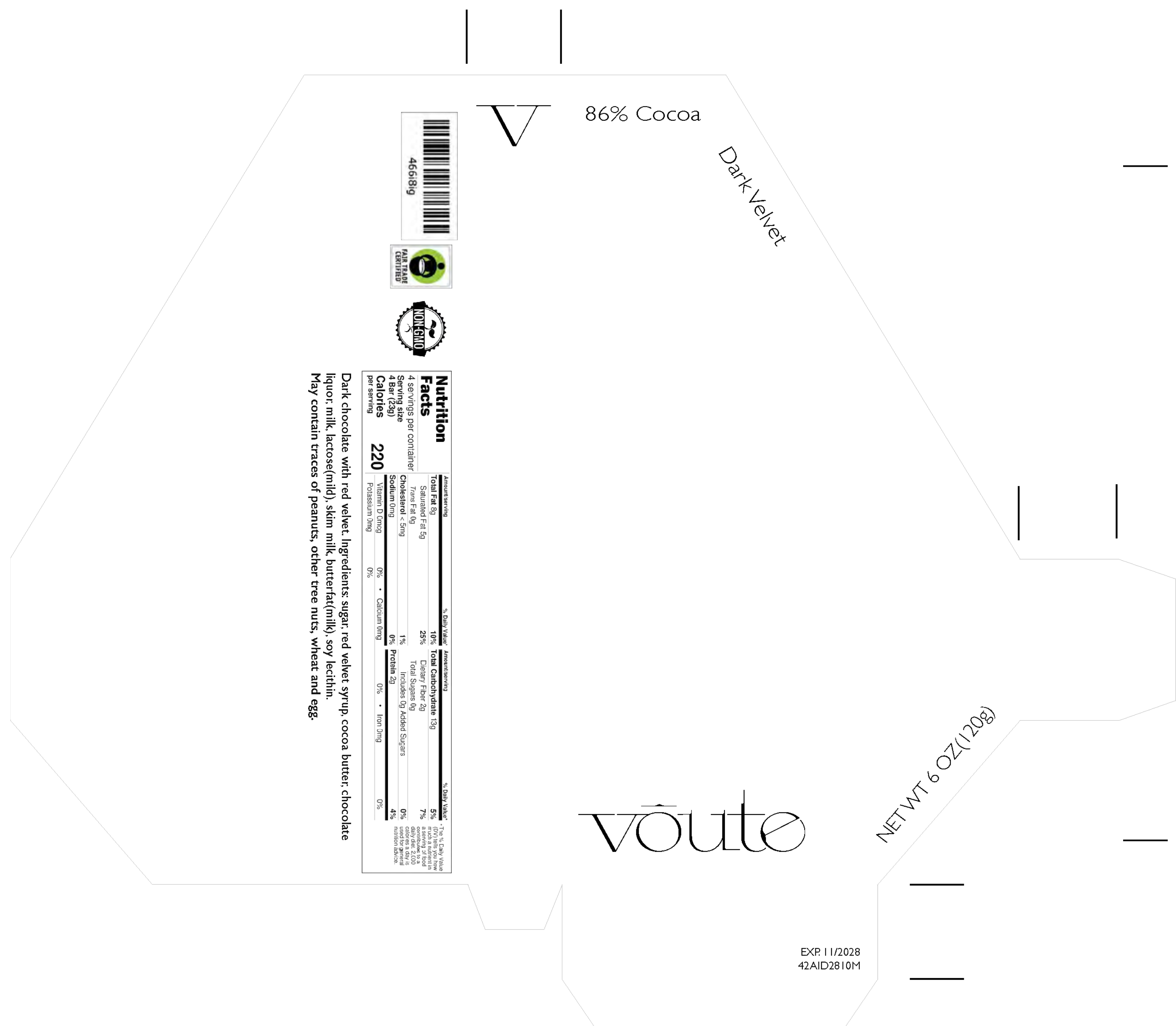


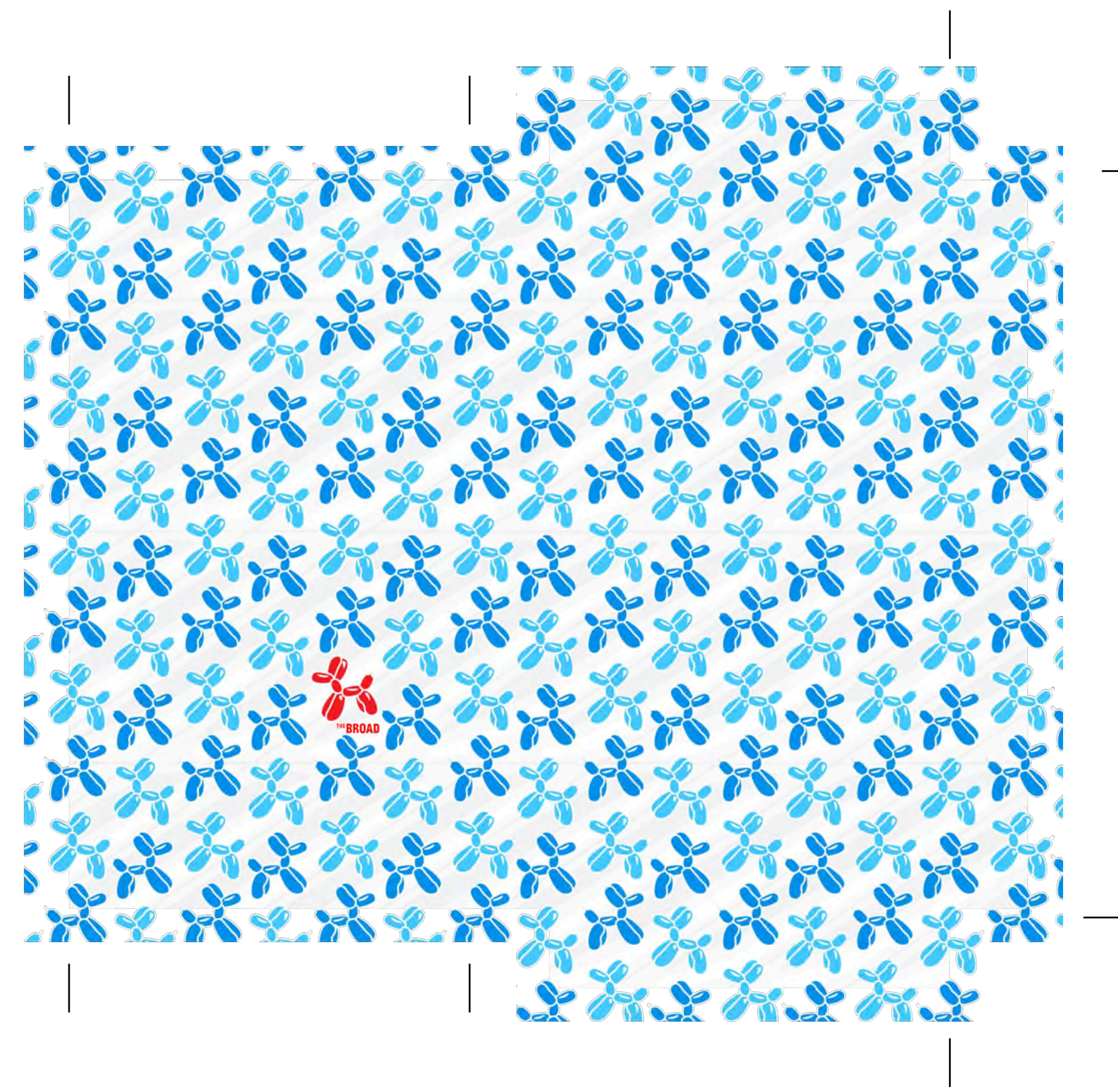


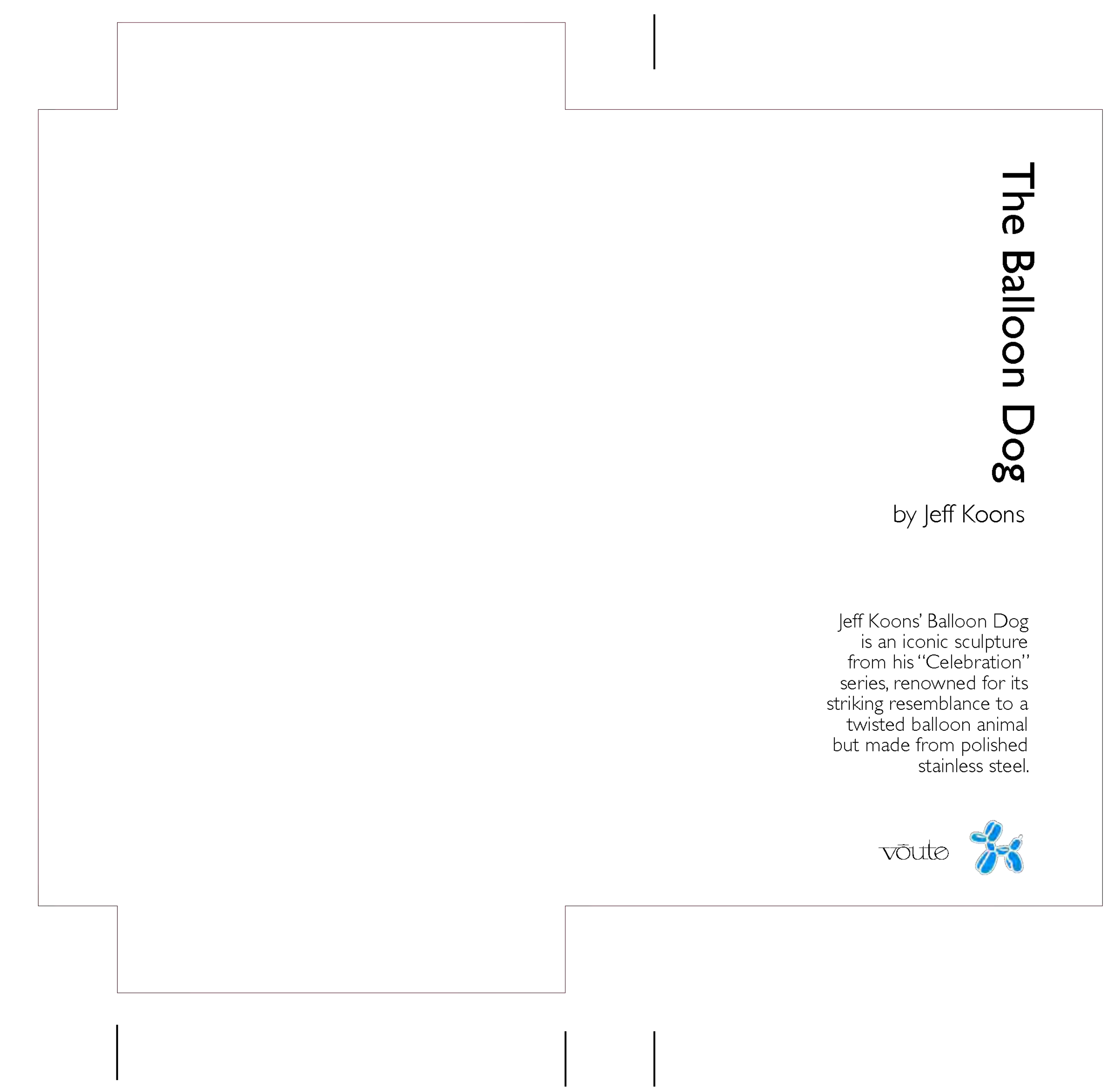
Insert die-cut



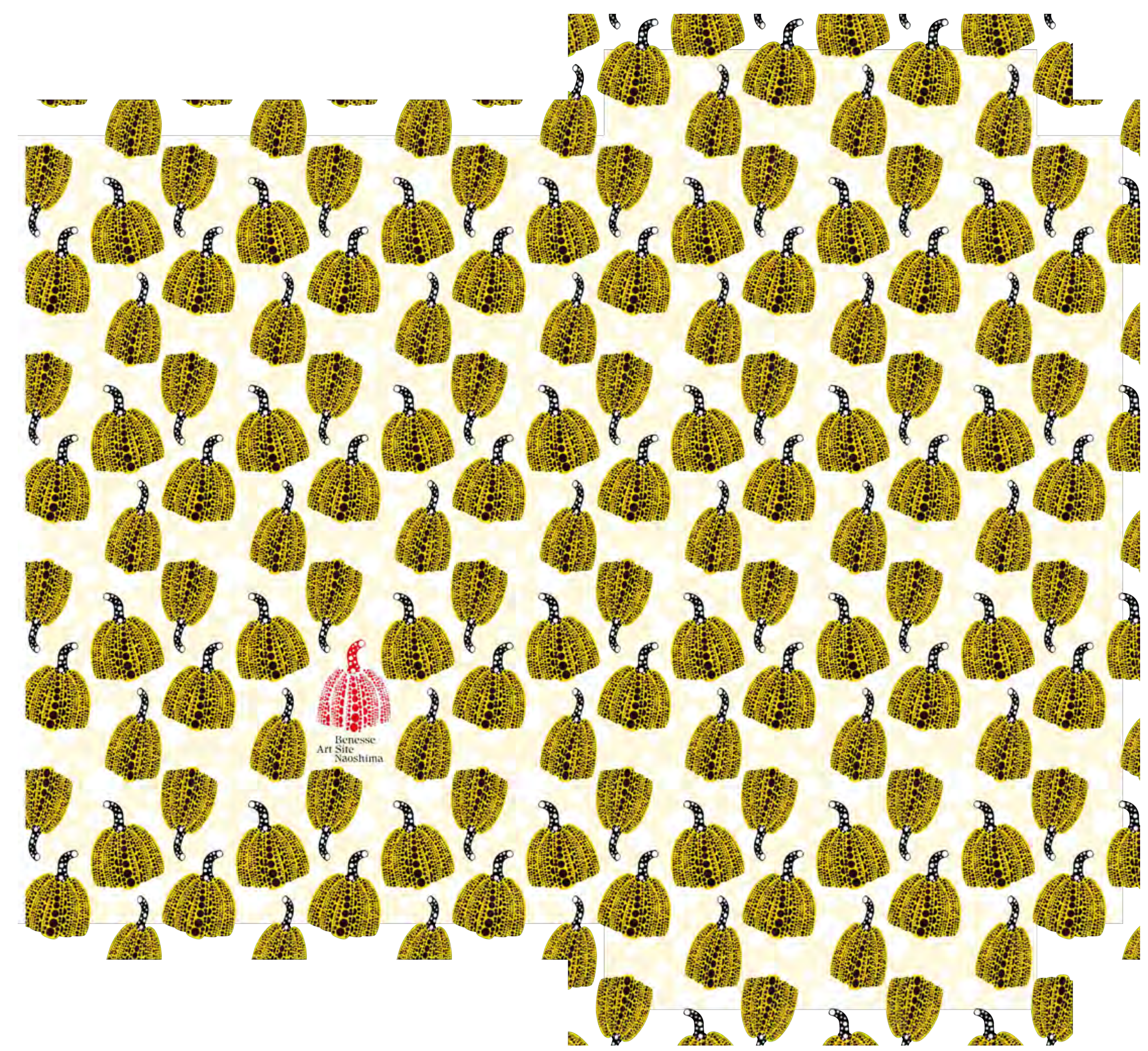
Flavor:Red Velvet

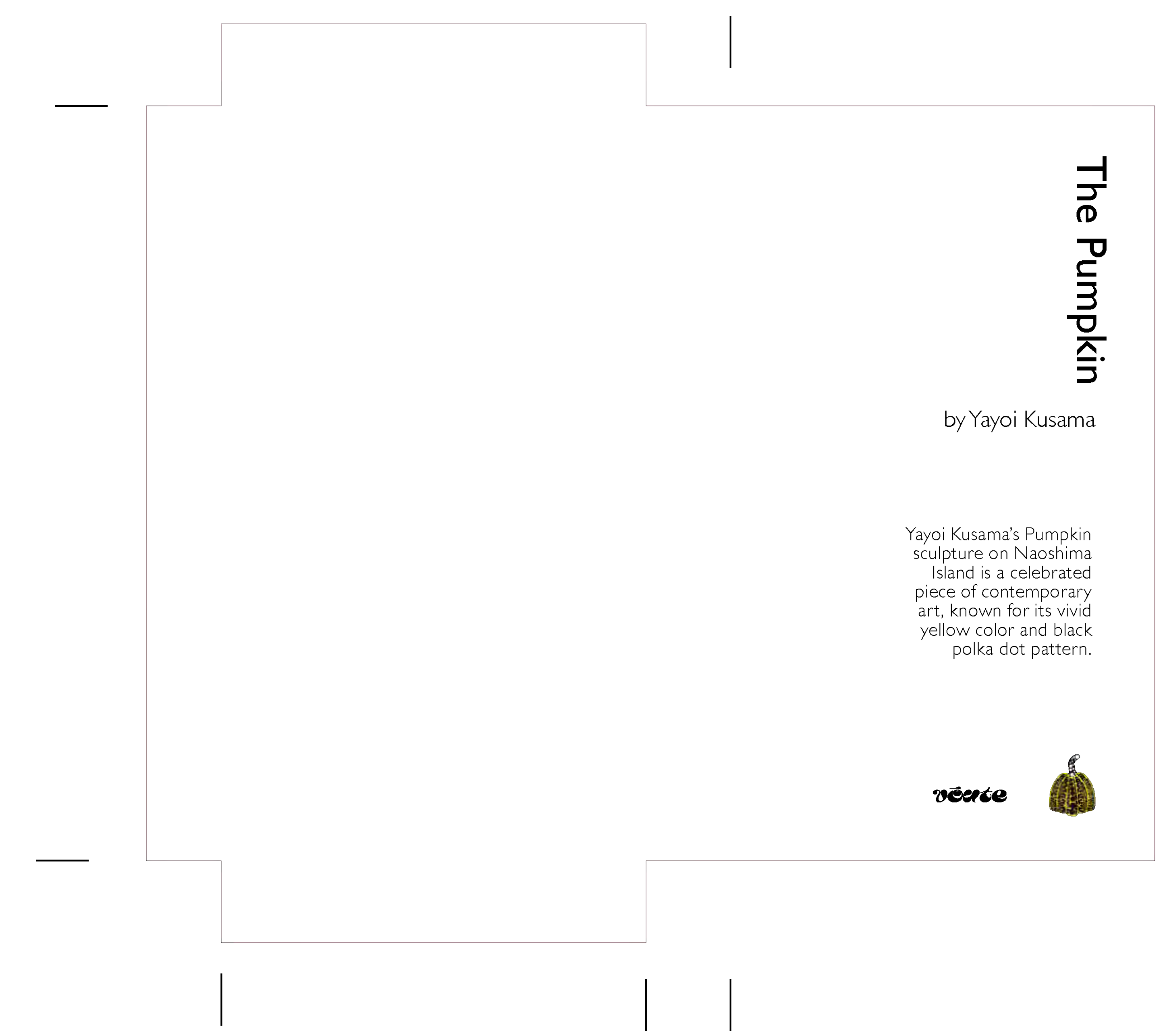






Flavor:Golden flake

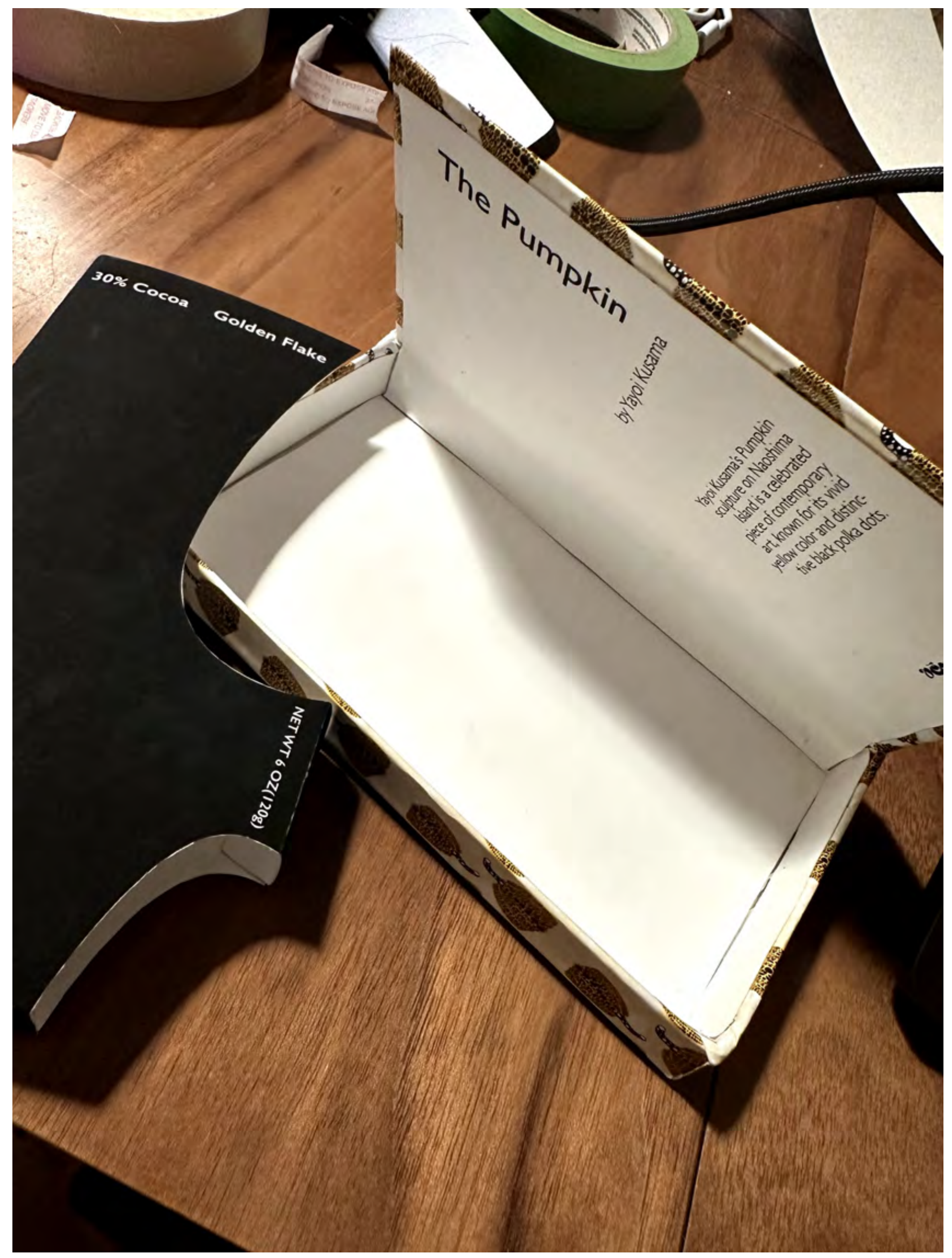




vōute
NET WT 1.5OZ(30g)

The Ballon Dog
by Jeff Koons
vōute
NET WT 1.5OZ(30g)

30% Cocoa
Golden Flake


30% Cocoa
Golden Flake
The Pumpkin
by Yayoi Kusama

30% Cocoa
Golden Flake
86% Cocoa
Dark Velvet

The Balloon Dog

30% Cocoa
Golden Flake
The Balloon Dog
by Jeff Koons
Jeff Koons' Balloon Dog is an iconic sculpture from his "Celebration" series, renowned for its striking resemblance to a twisted balloon animal but made from polished stainless steel.
vōute

86% Cocoa
Dark Velvet
vōute
NET WT 6 OZ(120g)
The Balloon Dog
30% Cocoa
Golden Flake
vōute
NET WT 6 OZ(120g)

30% Cocoa
Golden Flake
vōute
86% Cocoa
Dark Velvet
vōute