

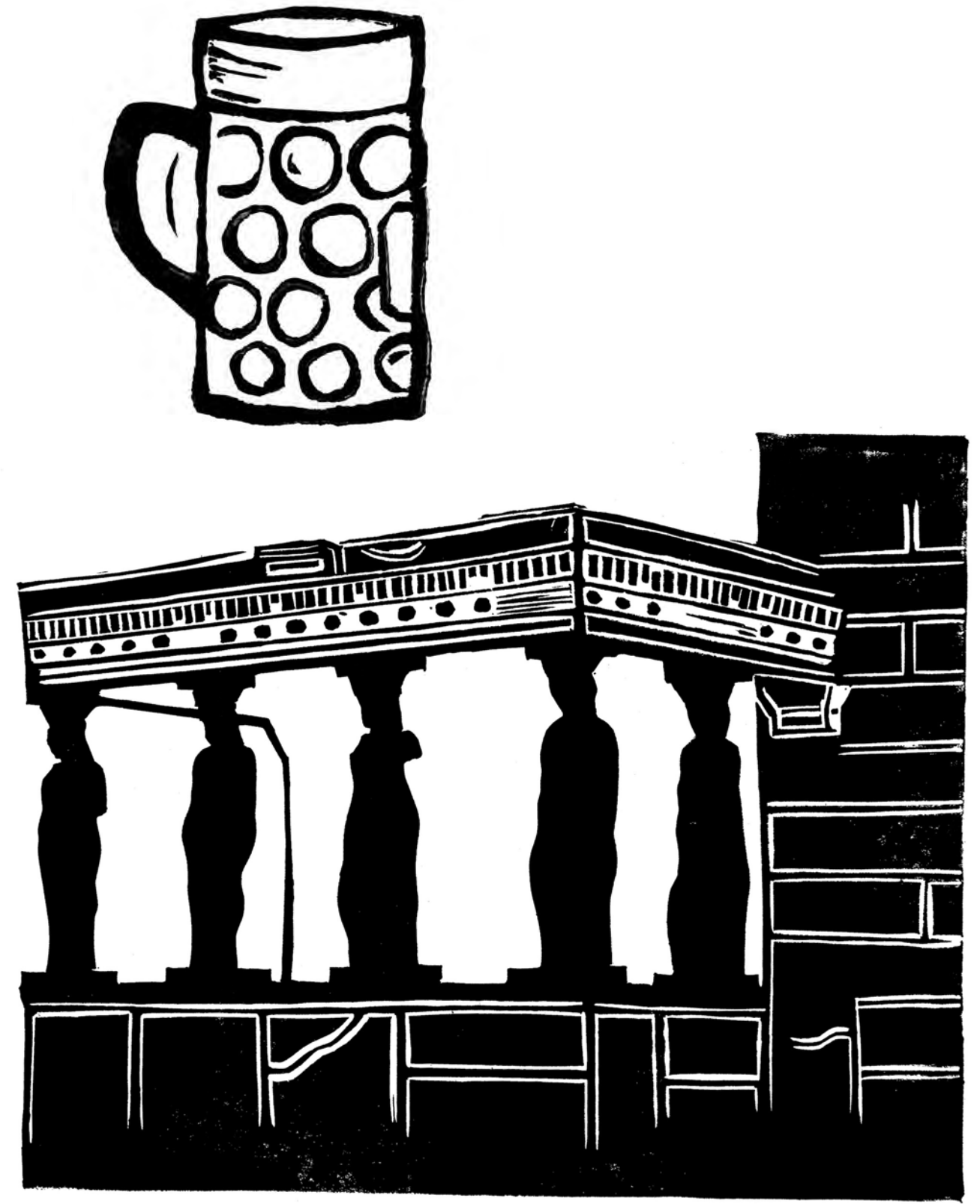
CIAO

FOOD SUBSCRIPTION BOX

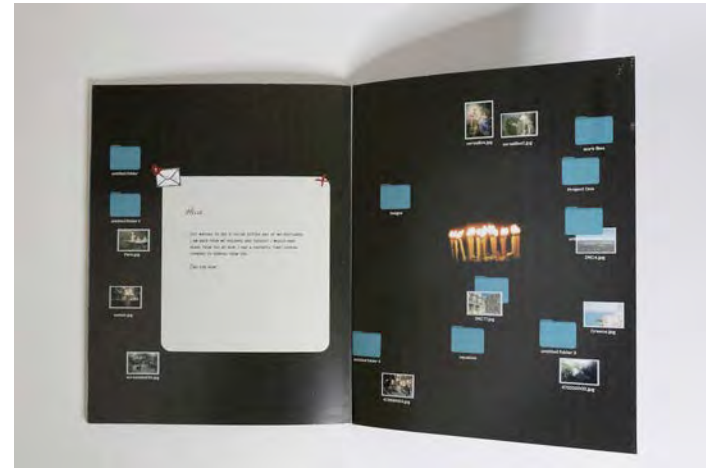




LINOCUTS FOR PAPER SAMPLE BOOK



INITIAL PAPER SAMPLE BOOK



SHIFT TO FOOD SUBSCRIPTION BOX

Ciao is a subscription-based service aimed at connecting people through their tastebuds. Customers would receive four monthly items based on their dietary restrictions, allergies, and preferences. A card decorated with a new pattern monthly invites the recipient to "say hello to new flavors." These gifts are conceptualized to be from an eccentric relative who is sending presents from their travels.

The selected food for each city reflects something rooted in culture or local specialty. The flavors are also traditional and local. The graphic assets also allude to historical landmarks within each destination. The color palette for each packaging is limited to the colors found in the country's flag. The wheat beer from Munich, Germany, highlights a golden bird that can be spotted at the top of the Rathaus-Glockenspiel when the clock chimes 12. The Caryatid porch of the Erechtheion inspired the olive oil from Athens. Around the Erechtheion is a peripatus, or promenade, which inspired the name. The blue silhouette references the missing Caryatids taken by the British Museum. The woodblock carving on the Parisian macarons references the famous salon-style exhibitions in the Louvre or Musee d'Orsay with the hung frames. For the Cantucci packaging, Gelato cones accumulate to look identical to the circular glass windows on the Duomo in Florence. The packaging also pays homage to the Italian St John's Day celebration on June 24th, during which fireworks are set off in the center of Florence. Arguably, this tradition's best vantage point is just outside the city in the hills.

Annotations on the back of the packaging translate "hello" to the country's language. The consumer is also prompted not to be shy and say hi, or connect with Ciao on socials.

DIGITAL SKETCH TO WOODBLOCK PRINT



INTAGLIO PRINTING



PATTERN EXPLORATION



LETTER DEVELOPMENT



PACKAGING: GREECE

Gelato cones accumulate to look identical to the circular glass windows on the Duomo in Florence. The packaging also pays homage to the Italian St John's Day celebration on June 24th, during which fireworks are set off in the center of Florence. Arguably, this tradition's best vantage point is just outside the city in the hills.



PACKAGING: GERMANY

