

Brief 1 'HAUTE CHOCOLAT'

Sponsored by Nestlé

BACKGROUND

Nestlé are interested in looking at elevating the experience of buying, giving and receiving chocolate beyond the supermarket shelves and into the world of haute couture and exclusive gifts. Think about a fusion of high fashion with luxury chocolate and how this would influence the design of the packaging and the chocolate.

RESUME OF THE BRIEF

Design a pack and selection of chocolates which will appeal to society's most fashionable and exclusive consumers. Think beyond the existing luxury chocolate market and consider what makes a luxury, exclusive gift for the world of haute couture. Take into account the experience of receiving and opening the gift as well retail scenarios and on-shelf presence.

An innovative and fresh approach to materials, textures and finishes is very much part of the brief. Consider how the choice and combinations of materials, textures and colours can elevate your design beyond the existing world of luxury boxed chocolates.

Think of the pack and product as one experience and consider how the shape and design of the chocolates themselves could embody the feeling of 'haute chocolat'.

Be aware of practical issues. The packaging needs not only to delight the consumer but also keep the chocolates fresh and in perfect condition. The chocolates should be securely packaged and easily transported.

Students are invited to select one of the following Nestlé brands as a starting point, however the design should be something new and luxury, not a development of the existing packs and product: After Eight; Perugina; Cailler

PRIZES

NESTLÉ are offering a Travel Award of £500



Gold
Marta Bakowski

Central Saint Martins College of Art and Design

“Fabulous! Initially great outer graphics and then a box full of surprises.
It answers the brief very well being a luxurious box. Great attention to detail,
use of graphics and colour. Well done”

Judges comments





“Excellent concept. Well presented, concise boards, great graphics and well executed model. The product is a fabulous idea”

Judges comments

“Captured the essence of high fashion chocolate. Superb presentation and execution, addressing all aspects of the brief”

Ben Mortimer, Nestlé



Silver and Nestle Sponsored Award Winner
Marika Luoto

Lahti Institute of Design

Silver

1. Olga Sapeta, Lahti Institute of Design

“A really good concept. Different approach to the product and a very professional approach. Perhaps just missing the “haute” element? Definitely a product we could see in store though. The Mock up is very professionally presented”

Judges comments

2. Anni Tuomisto, Lahti Institute of Design

“Nice box shape. The honeycomb paper could have been used to add more of a playful element and add a different dimension. Interesting use of graphics”

Judges comments



1



2



Bronze
Jenny Smith

Central Saint Martins College of Art and Design

Commended

1. Suzanne Franks, University Campus Suffolk
2. Saana Väisänen, Lahti Institute of Design
3. Rachel Hayes, BIAD Birmingham City University

