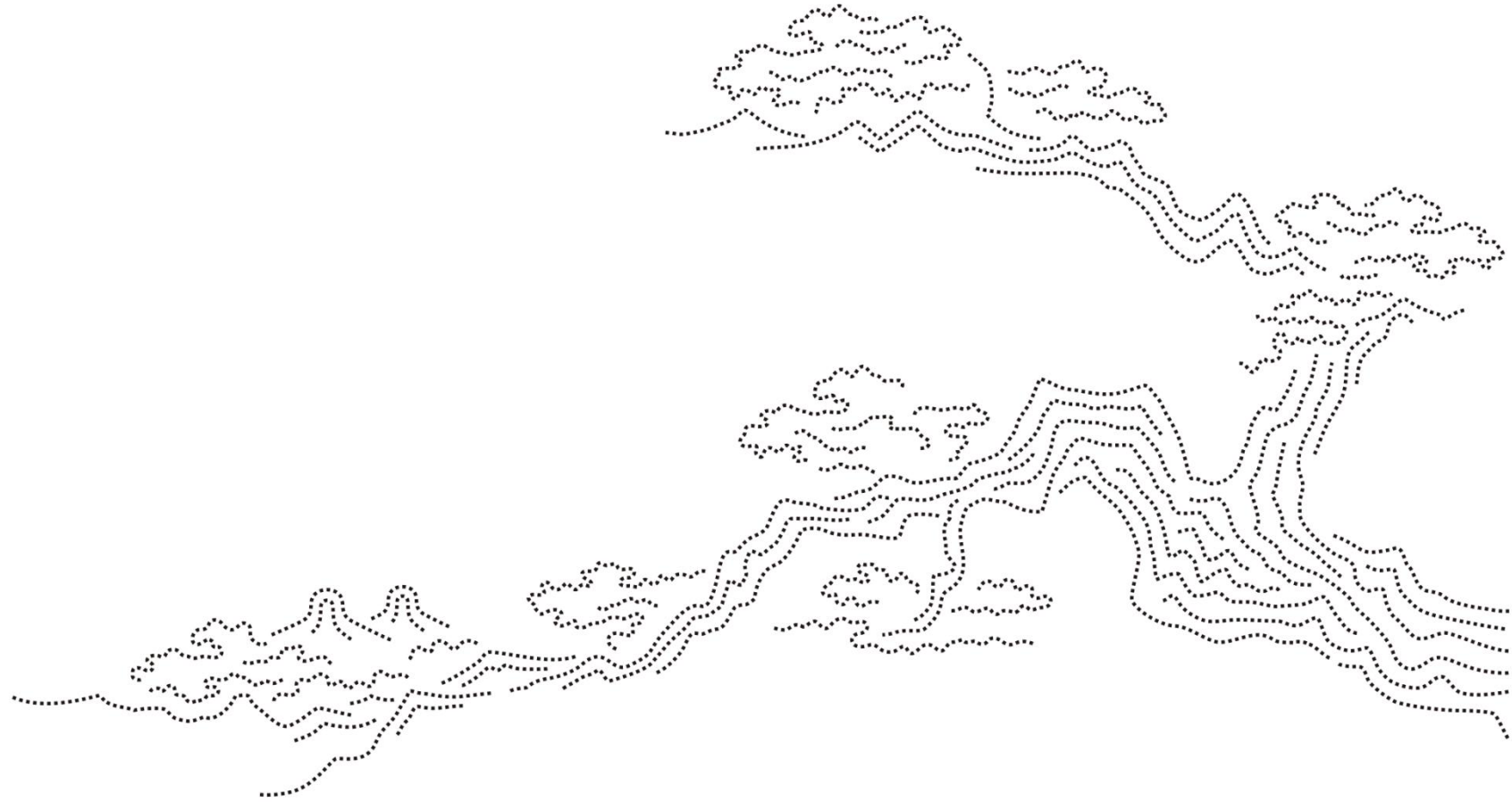
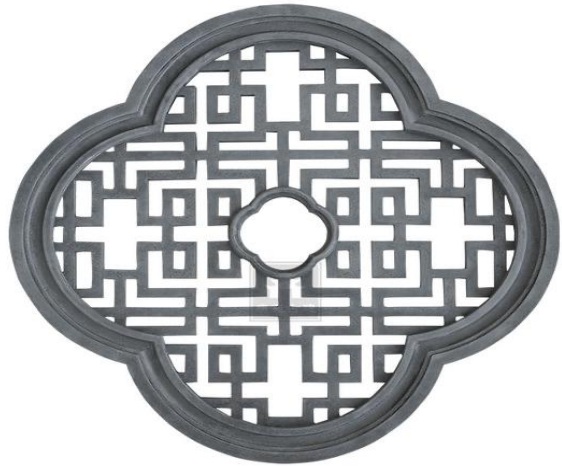


Gem garden is a high-end Chaoshan restaurant located in Shenzhen One Avenue Plaza. When it comes to the Mid-Autumn Festival, it needs to use the Mid-Autumn Festival gift box as a carrier to promote its brand. Chaoshan is the coastal area of China, the sea view on the Mid-Autumn night is the most beautiful. The client does not want influence the taste of excessive design, hopes to display the brand, Mid-Autumn Festival and Chaoshan elements in a low-key and ingenious manner.



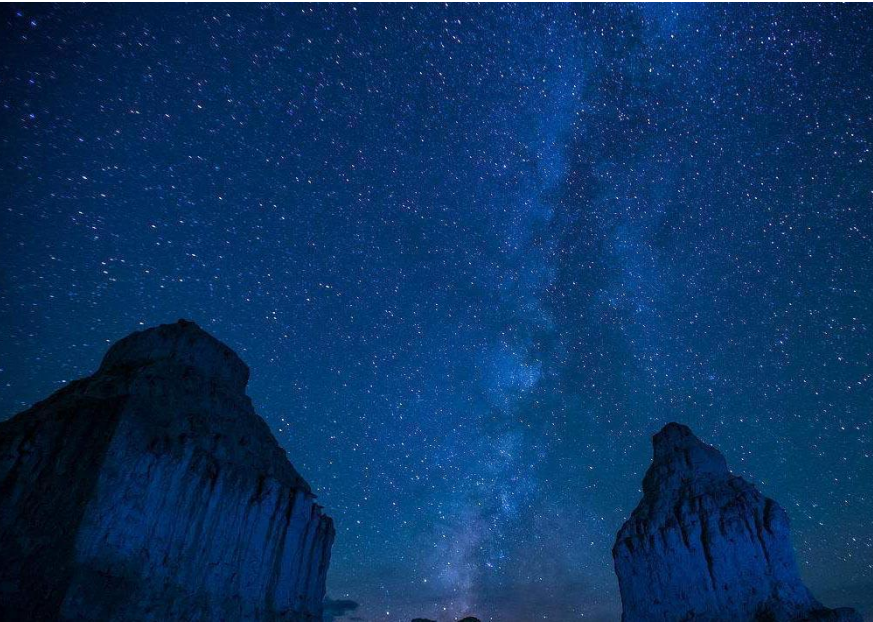
In the picture, we use dots to form lines, and then use lines to depict the pan-plants(pine trees) in Chaoshan people's home. From a distance it is a pine tree, but from a closer look, it is the Chaoshan house, mountains and clouds. The Chaoshan area is a coastal area surrounded by mountains of various sizes. Therefore, the relevant elements constitute the impression of Chaoshan.



The chaoshan old house window. Mid-Autumn Festival is a traditional Chinese festival. The moon is round on Mid-Autumn Festival which represents completeness. The client does not want influence the taste of excessive design, hopes to display the brand, Mid-Autumn Festival and Chaoshan elements in a low-key and ingenious manner.



The package pictured above is closed on the left and open on the right. The outer box combines the full moon inside the box with the illustration on the outside of the box through partial space, forming the corresponding creativity inside and outside. When the light and angle are appropriate, the creativity on the package will present a better effect.



On the packaging box, we need a full moon to support the highlight of the whole design of the outer box, but after opening, we also need to give a picture that can be connected with the story inside. Therefore, the sea rises the moon, Chaoshan old house as the emotion of the picture.

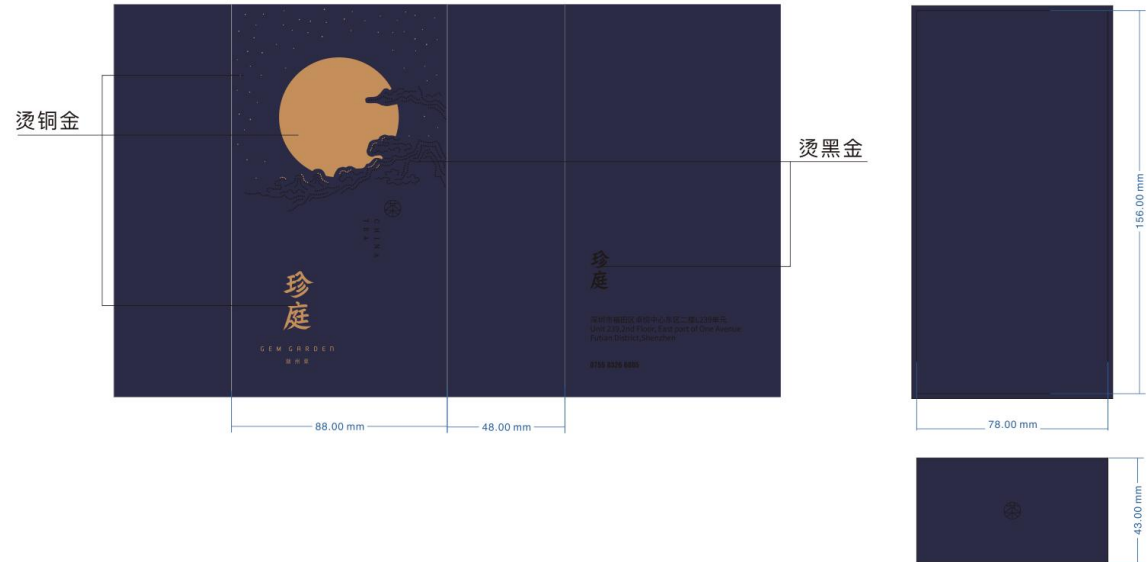
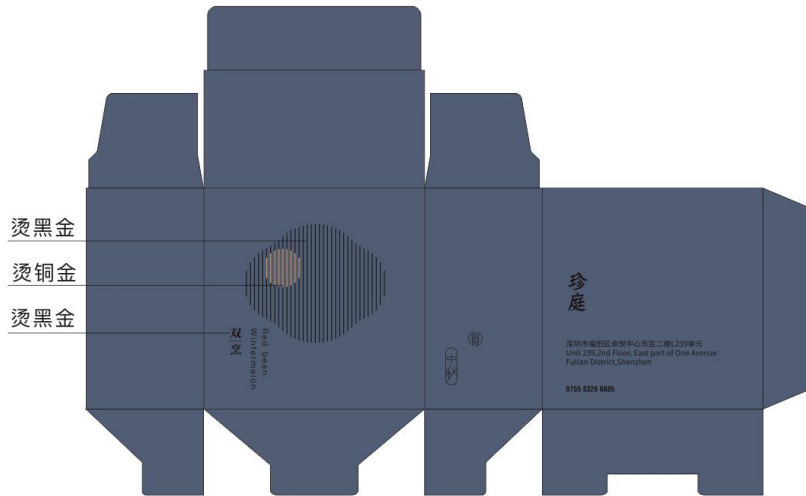
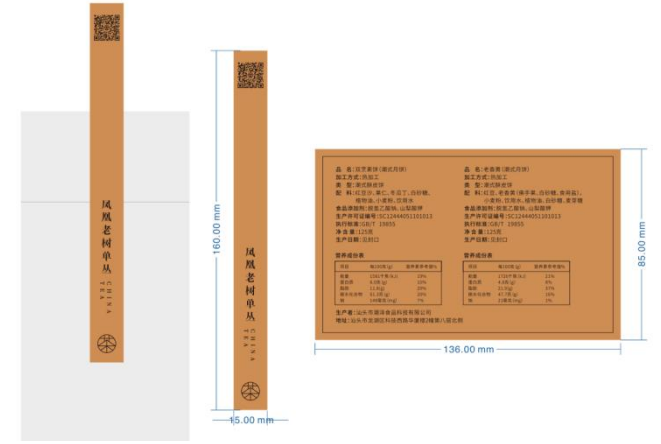
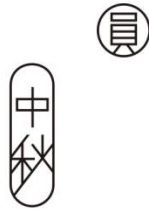


Chaoshan is the coastal area of China, the sea view on the Mid-Autumn night is the most beautiful. In addition to the full moon, we also need a full sky of stars. The upper and lower reflections make the whole picture look like a seaside scene. In paper and process, we use dark blue special paper, stamped with copper-colored gold, and partly with hot-stamped black gold.

双烹
Red bean
Watermelon

老香黄
Buddha's hand

CHINA
TEA



We need to design the innermost elements of the whole package, including the product name fonts, seals, moon cakes and tea label.

