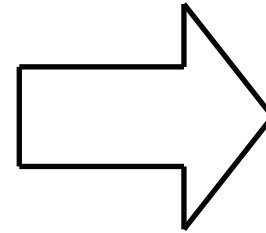


CONCEPTE

No centrat en

- Edat
- Sexe
- Hàbits de consum
- Lloc

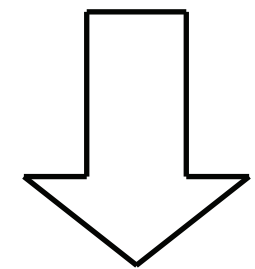
= concepte generalitzat



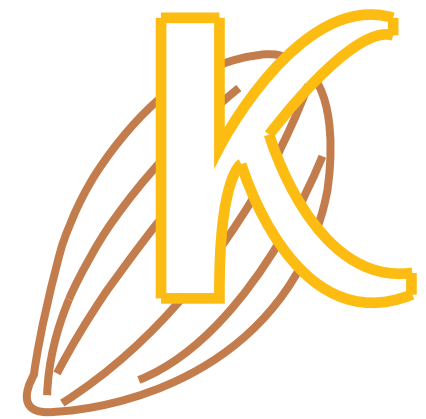
plaer *marró* *tarda* *amics*
tassa *cacau* *temptació* *dolç*
nen *desig* *vici* *succe*

NOM

KAWA
NACAU



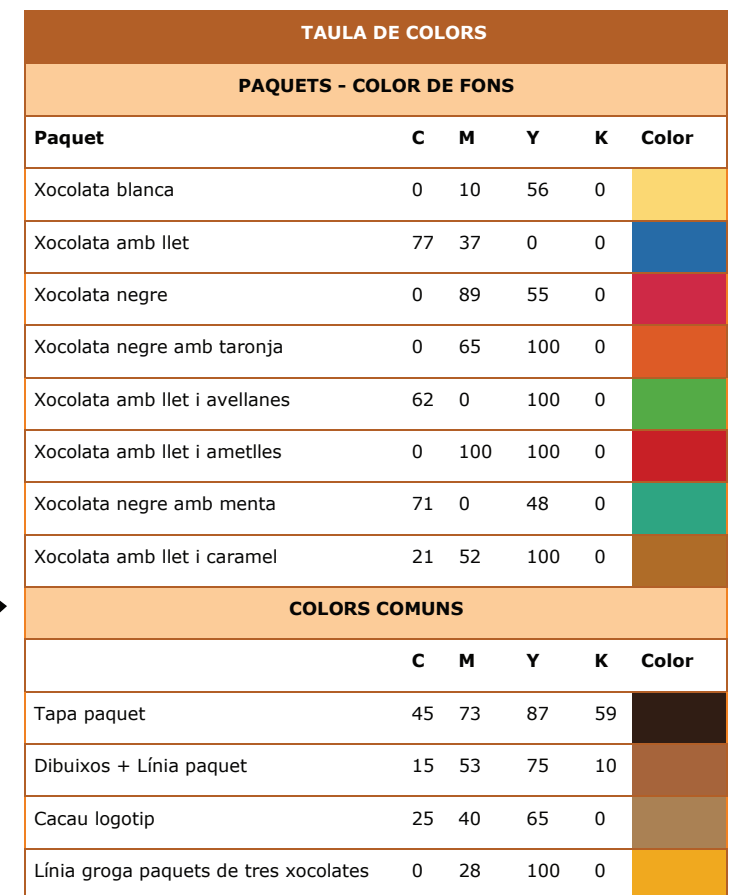
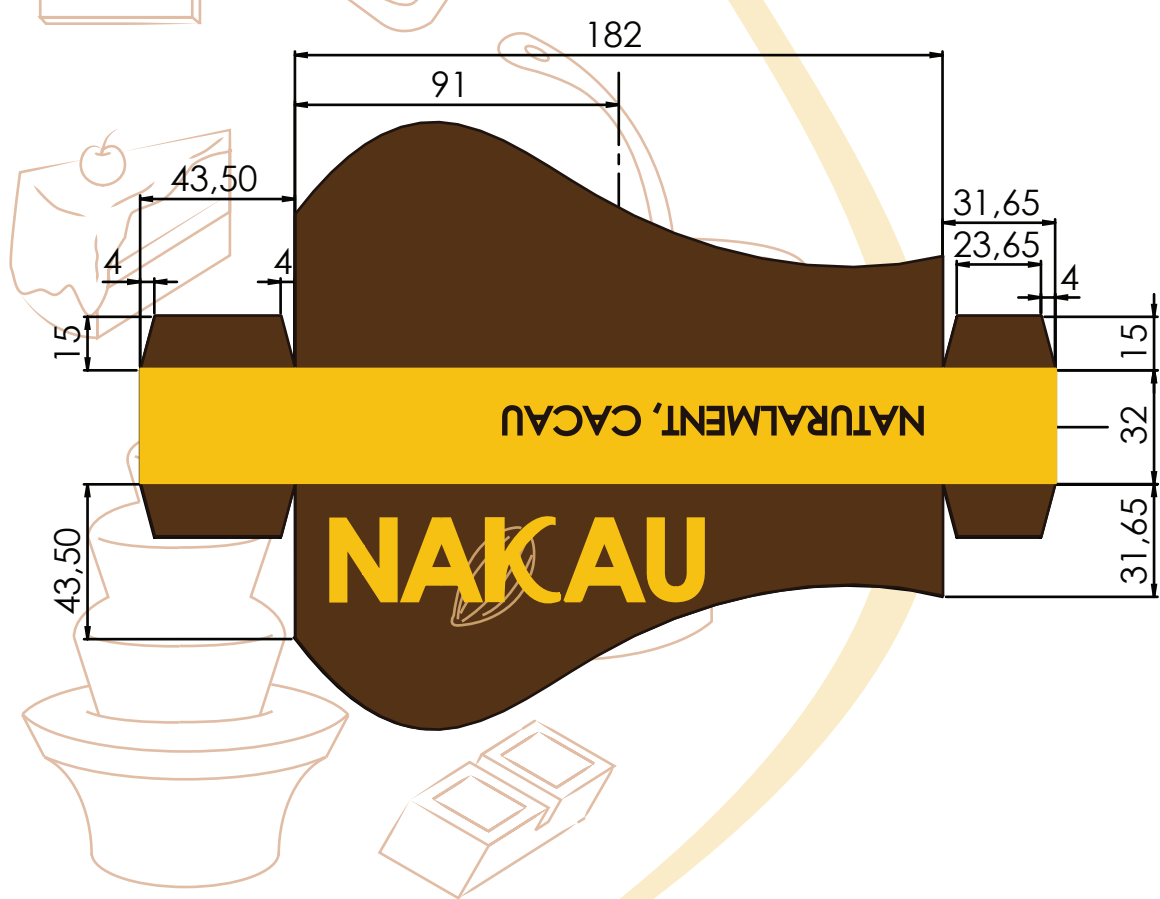
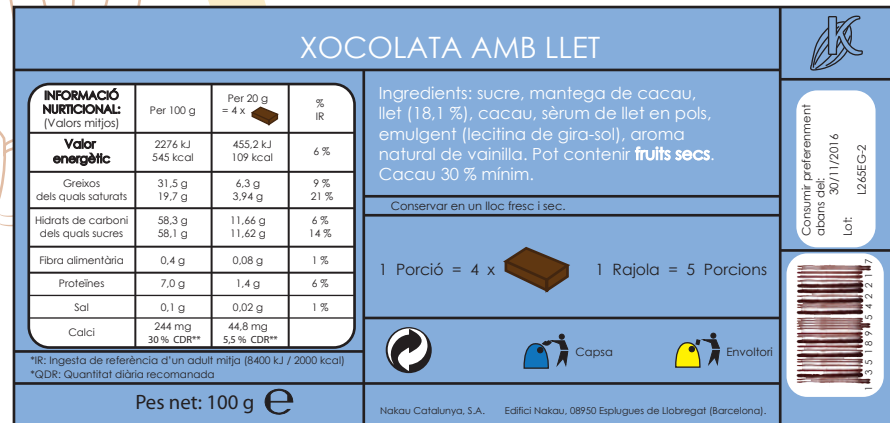
LOGO



NAKAU



DISSENY BÀSIC | Berta Canes | Ivet Olalla | Núria Ricart | Beatriz Rodríguez
Prof. Jordi Voltas | **PROJECTE EXPOSITOR**
Q3 | 2015 2016 | *Packaging*



EXPOSITOR

