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MA!

MA!/Brand products and cups/2007

Essential part of the project for a chain of ice-cream shops MA! is a whole series of industrial products thought and designed to increase the brand strength and to build a coherent world around the products on sale. Special attention was paid to the “tools” helping in the consume of ice-cream, cakes and coffee.

A complete series of cups to eat in or take away the ice-cream. The largest one (magenta) is mainly designed for special recipes and has a lid that turns into the support base and add a classic shape to the cup itself other then giving the possibility to close it for take away. A series of 3 squared shape cups complete the series with colours from orange to bright yellow and 4 small supporting feet.

A tumbler clear plastic glass with a removable yellow embossed silicon band is designed to contain float ice-cream, fruit sorbets and milk shakes. The silicon band strap help the glass grip and isolate the contact with the cold surface.

Plastic ice-cream slices in different colours and finishes complete the set for ice-cream tasting all of them terminating with MA! Logo, that, in the bicolour slice spoon takes the shape of the mascot-robot and removed from the handle becomes a branded gadget.

Topping sauces dispenser shaped on three-dimensional logo development.

Coffee set formed by a ceramic cup with branded removable silicon ring for a good grip and to help heat isolation (instead of cup's handle), asymmetric plate with an area for spoon placement and a stainless steel small spoon inspired by the traditional ice-cream slice-spoons.

A robot shaped gadget made of small cubes with MA! Logo's letters was designed to be endless increasable and be used as a keyring, pendant or cellular phone decoration.

All the products used in the ice-cream shop are available on sale in a customized packaging.