

Maggiadonna

S

Moros

Graphic Design Student
Norwich University of the Arts
maggihoros.design@gmail.com



La Mela Rosa: an Italian Pink Apple liqueur from the Le Marche region, it aims to help rebuild communities following the destruction from the earthquakes in 2017.

The apples in the liqueur are mishapen and therefore, the orchard had been abandoned. However, when the farmers returned to rebuild their homes, they found the trees had survived the devastation. The apples became a symbol of resilience of the Le Marche people.





La Mela Rosa: Bottle shots, Pop-up and Sale stand



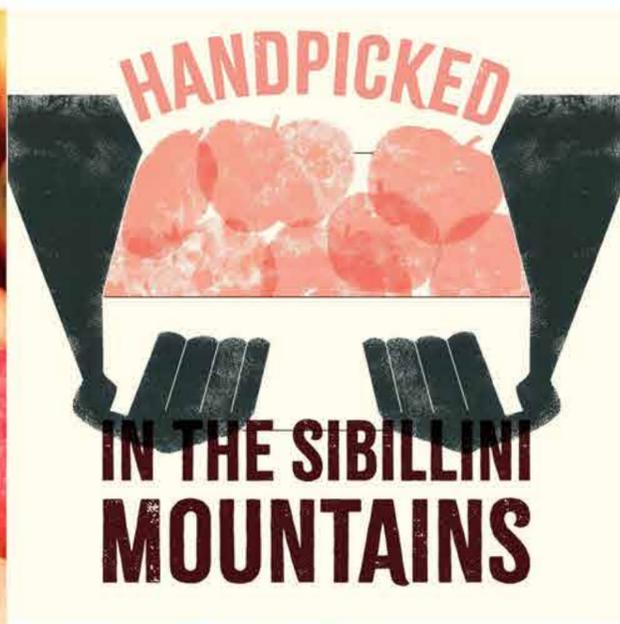
**40% OF PROFITS GO TO
ITALY EARTHQUAKE RELIEF**



**RAISE YOUR HANDS
AND CELEBRATE**



**HANDPICKED
IN THE SIBILLINI
MOUNTAINS**



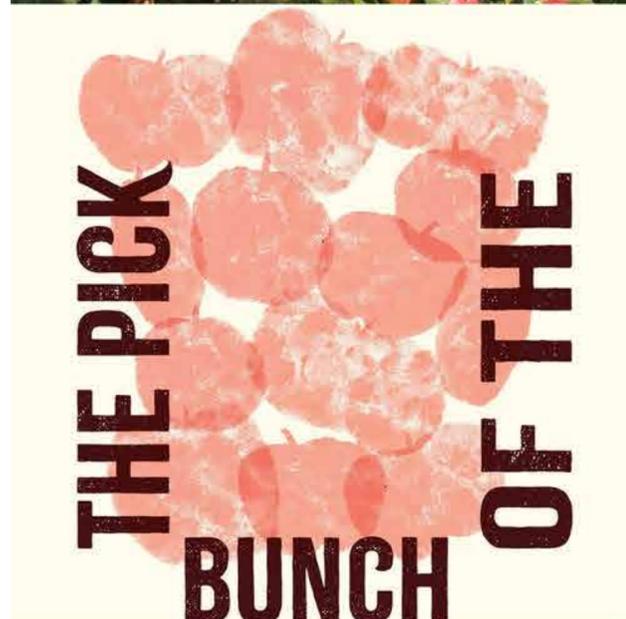
**HANDMADE
WITH LOVE**



**ITS IN OUR
HANDS TO HELP**



**THE PICK
OF THE
BUNCH**



**BRING BACK
THE LOVE**



IN GOOD HANDS



HANDPICKED



IN THE SIBILLINI MOUNTAINS

HANDMADE



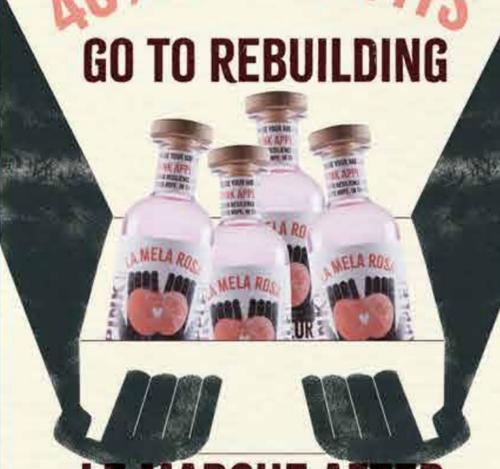
WITH LOVE

LOVE EVERY APPLE



RAISE YOUR HANDS AND CELEBRATE LA MELA ROSA THEIR RESILIENCE REFLECTS THE ITALIANS STRENGTH & GIVES HOPE, IN THE AFTERMATH OF THE EARTHQUAKES

40% OF PROFITS GO TO REBUILDING



LE MARCHE AFTER EARTHQUAKES

APPLES THAT COME IN



DIFFERENT SHAPES AND SIZES

LA MELA ROSA



PINK APPLE LIQUEUR

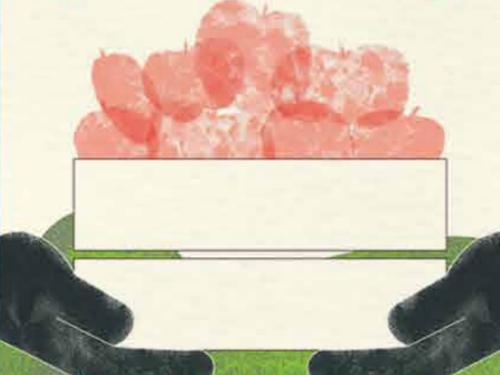
THE SALE OF THIS PINK APPLE LIQUEUR AIMS TO HELP REBUILD COMMUNITIES IN LE MARCHE, BRING PEOPLE TOGETHER & GIVE A HELPING HAND

LA MELA ROSA

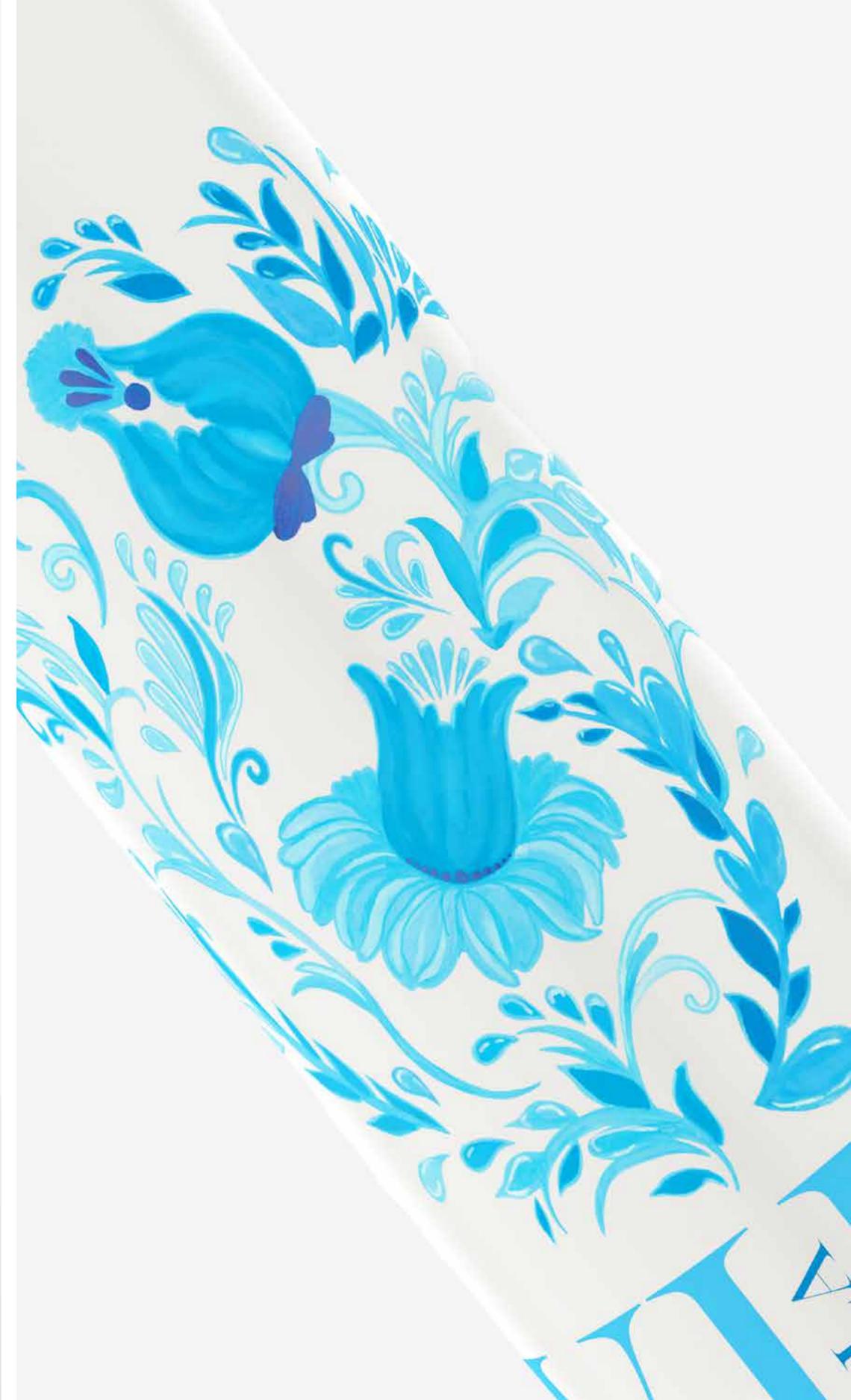
BRING BACK THE LOVE



HANDCRAFTED



IN THE SIBILLINI MOUNTAINS



Vila Mineral Water: Create a water brand worthy of a cult following. Vila is a mineral water from a spa town in Poland, and is named after a healing water spirit. With stress and pollution affecting most people daily, our bodies are constantly in need of minerals. The folk art inspired design represents the water overflowing with minerals, and therefore, the perfect form of hydration. Bottle renders made on blender.



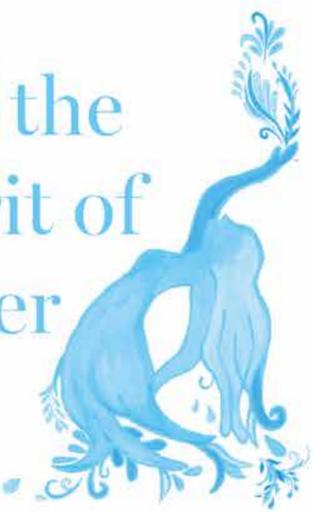
Vila: Pop-up in spa and mural in an urban area, introducing the Vila water spirit to otherwise polluted places. It would bring beauty and nature to people's lives and get them interested in the product as well as their own health.





VILA
 a powerful water spirit gifted with the art of hydration

feel the spirit of water



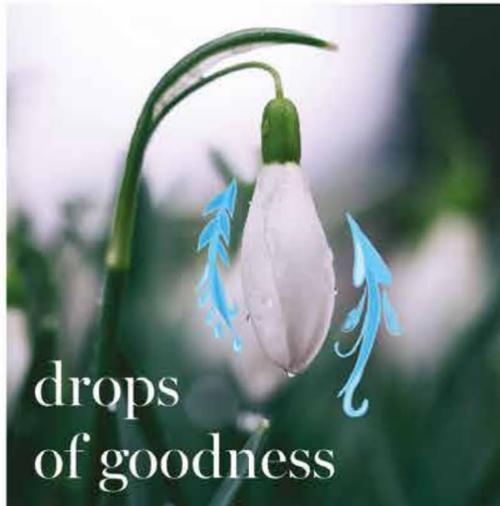

from the heart of the golden mountains



the waters sulphide-fluoride works to prolong youth, improves the appearance of skin and flushes out heavy metals



drops of goodness




Vila: Instagram squares and filter bringing the design on the bottle to life and can be used by all to bring the goodness of Vila to any photo





The hydrating mineral spring water sourced at the foot of Poland's Golden Mountains



www.vilamineral.com



VILA

THE SPIRIT OF WATER



FLOURISH WITH VILA



INGREDIENTS
 Peanuts (100%)
 May contain other
 For allergens, see
 in bold. Suitable to
 Naturally gluten free

NUTRITIONAL
 Typical values p
 Energy
 Fat
 of which Saturates
 of which Mono-Sa
 of which Polyunsat
 Carbohydrate
 of which Sugars
 Fibre
 Protein
 Salt

STORE IN A
 For Best Before
 (and proudly made
 Look at my bottl

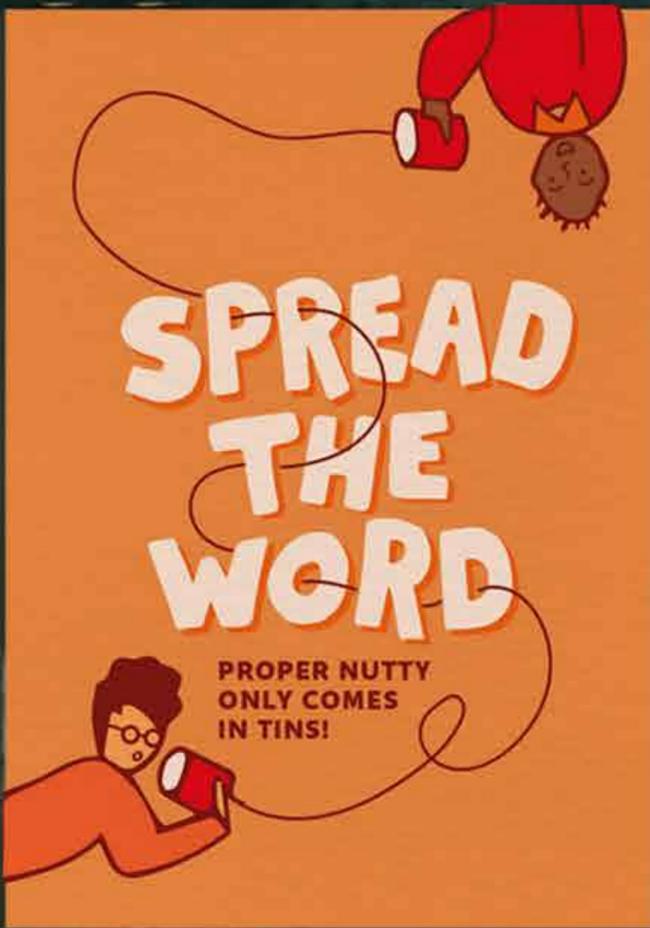
Proper Nutty Ltd
 Units N&P
 Shaw Park
 Silver Street
 Huddersfield
 West Yorkshire
 HD5 9AF


 PLEASE
 RECYLCE
 STEEL TIN

0 712345 678911 >

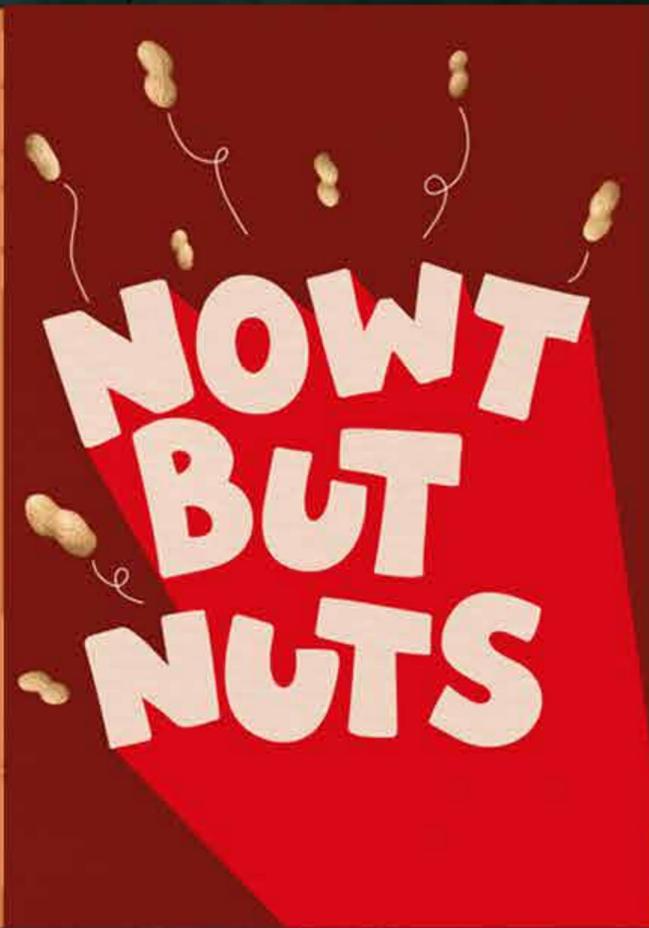
Proper Nutty Live Brief: Redesigning packaging for peanut butter brand Proper Nutty for their transition from glass jar to tin and creating a brand world for them. Highlighting that they are the only ones in the market to be using sustainable tin packaging, by spreading the word using the tins.

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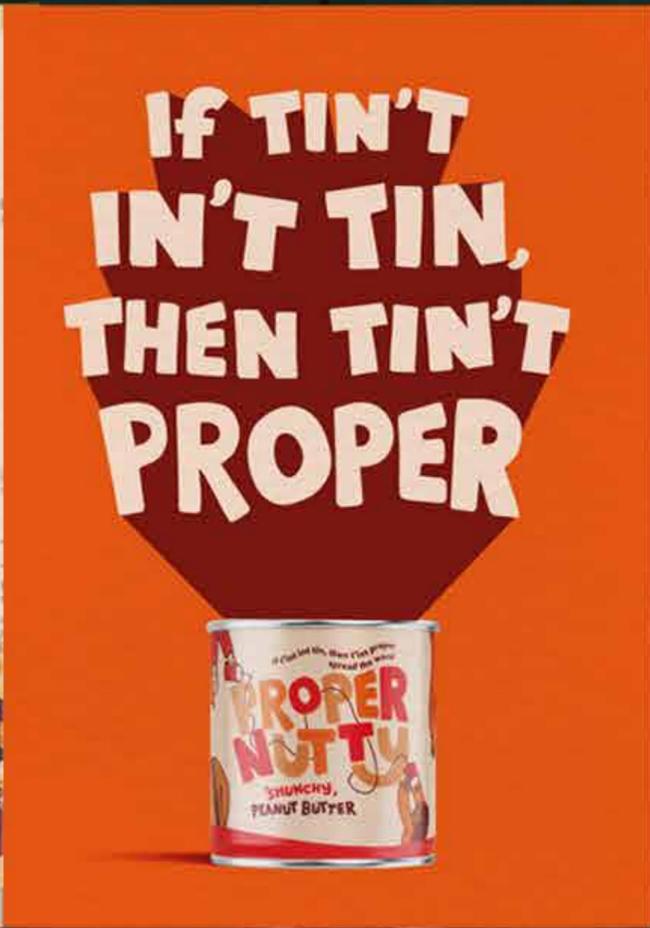


**SPREAD
THE
WORD**

PROPER NUTTY
ONLY COMES
IN TINS!



**NOWT
BUT
NUTS**



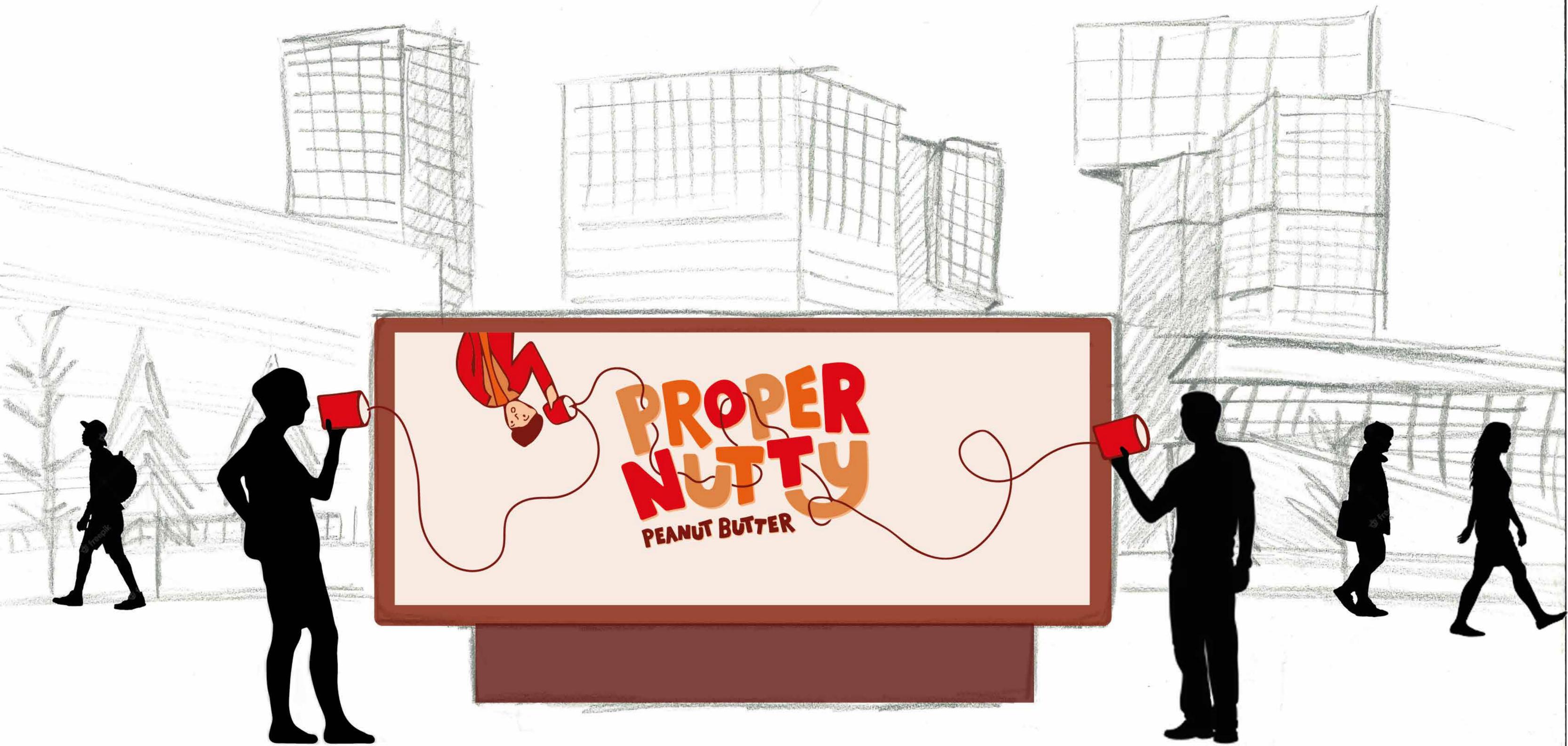
**IF TIN'T
IN'T TIN,
THEN TIN'T
PROPER**





Proper Nutty: Tote Bag and Delivery Van





Proper Nutty: Interactive Billboard

