Brand : ARTEA

Conceptual Project

Year/2023

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Introduction:

In the pursuit of creative challenges and the sheer enjoyment of design, the project ARTEA came to life.

This conceptual project beautifully blends two of my favorite passions: ART and TEA.

Join me as I share this artistic journey with you.

About :

ARTEA: Where Art and Tea Collide

ARTEA is a tea brand project meticulously designed to cater to the desires of tea enthusiasts worldwide.

We firmly believe that drinking tea transcends mere consumption; it's an art form in itself.

Our mission is to elevate this age-old tradition by offering a collection of tea blends that are both delectable and visually captivating.

Explore Our Exquisite Tea Collection:

Delicate Jasmine: Immerse in fragrant jasmine blossoms intricately woven into green tea leaves, promising a tranquil, aromatic journey.

Orange & Spice: Embark on a warm adventure with Orange & Spice black tea, where the fusion of oranges and spices indulges your senses.

Sweet Berries: Satisfy your palate with Sweet Berries, harmonizing sweet and tangy berry notes, leaving a delightful memory on your taste buds.

Lemon Twist: Experience the perfect balance of citrusy tang and soothing green tea undertones in Lemon Twist, a refreshing flavor dance to uplift your spirit.

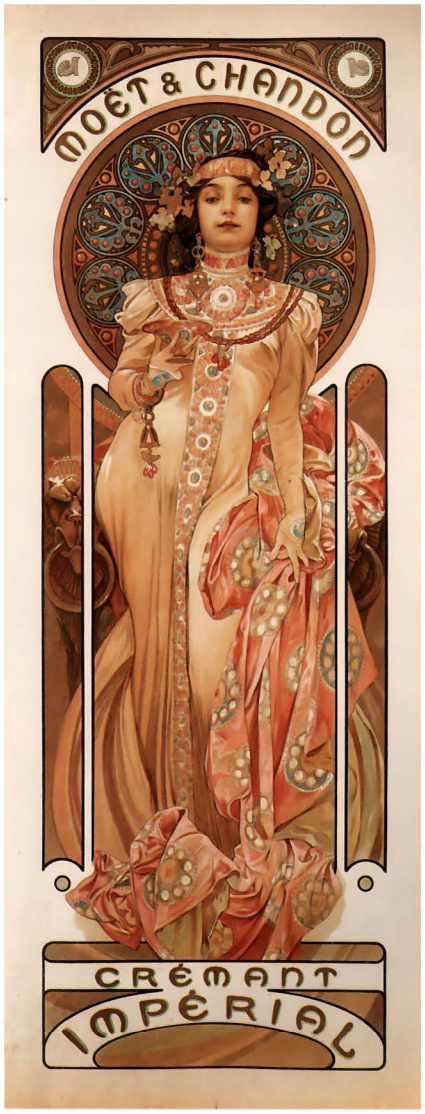
Inspiration

My inspiration for this project was from the enchanting art movement known as ART NOUVEAU.

This movement, which flourished in the late 19th and early 20th centuries, is characterized by its embrace of organic forms, intricate details, and a deep connection to nature.

Art Nouveau History:

ART NOUVEAU emerged as a response to industrialization, seeking to reintegrate art into daily life. Influential figures like Alphonse Mucha and Hector Guimard played pivotal roles in shaping this beautiful art movement.



Design Process

My creative journey in this project was a meticulous and imaginative one, driven by the desire to infuse the essence of ART NOUVEAU into the packaging design. Here's a glimpse into the design process :

1. Conceptualization:
I started with sketching diverse compositions for each flavor's packaging. My goal was to create unique artwork for each blend while maintaining a consistent structure—a distinctive frame, a central character, and a vibrant fusion of the tea's flavors surrounding the character.

2. Central Character:
Each artwork features a girl whose design merges seamlessly with tea flavor elements, embodying the spirit of our blends.

3. Nature and Fruit Elements:
To evoke tea flavors, I incorporated nature and fruit elements, adding movement and dynamism to the designs.

4. Color Palette:
Carefully selected color palettes for each packaging reflect the essence and emotions of each tea blend.

In short, My design process aimed to create an artistic experience, visually narrating the story of each tea blend through art, nature, and color.


ARTEA
TEA FOR THE SOUL
Oranges & Spices
BLACK TEA . ORGANIC . BIO
20 TEA BAGS
ARTEA
TEA FOR THE SOUL
Delicate Jasemine
GREEN TEA . ORGANIC . BIO
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ARTEA
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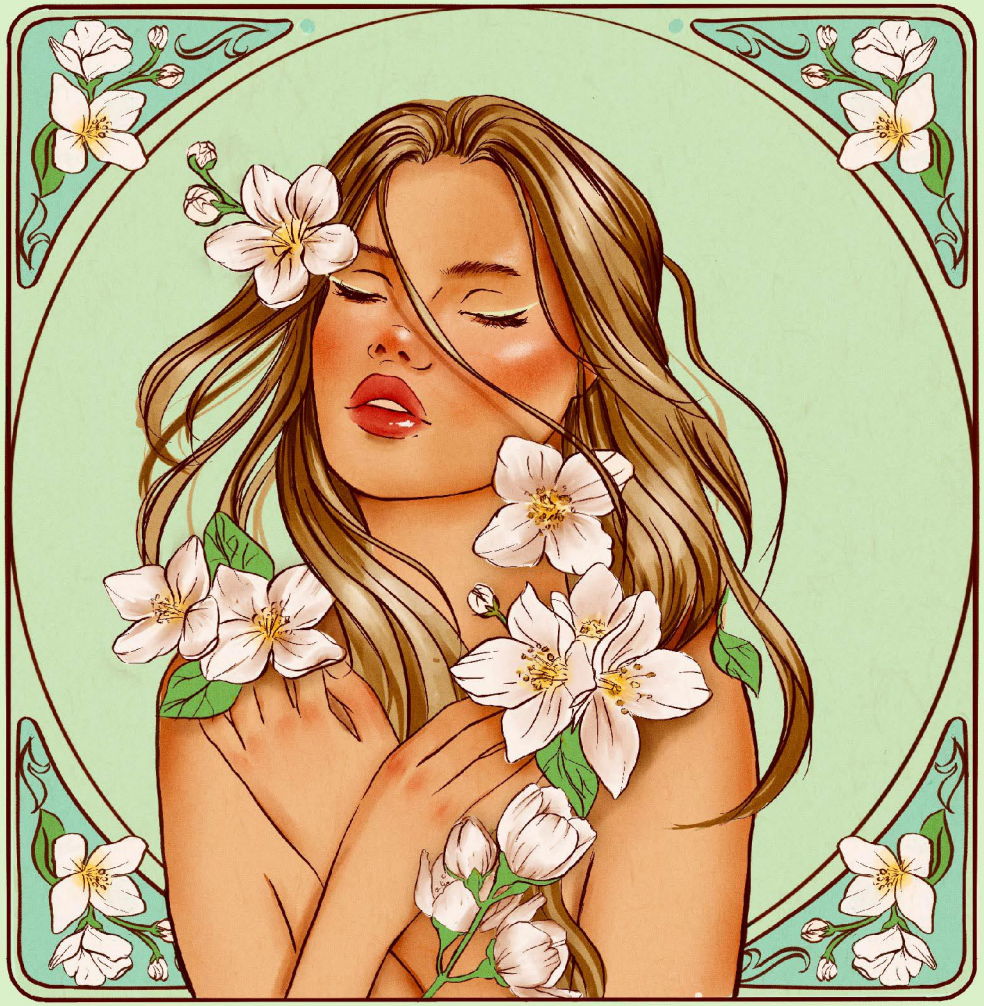
Delicate Jasmine:

Experience the enchanting aroma of delicate jasmine blossoms infused into fine green tea leaves.



ARTEA

TEA FOR THE SOUL

Delicate Jasemine

GREEN TEA . ORGANIC . BIO

20 TEA BAGS

Orange & Spice:

Indulge in the warm and aromatic embrace of our Oranges and Spices black tea.

ARTEA

TEA FOR THE SOUL

Oranges & Spices

BLACK TEA . ORGANIC . BIO

20 TEA BAGS

Lemon Twist:

Zest up your day with the invigorating taste of our Lemon Twist.

ARTEA

TEA FOR THE SOUL

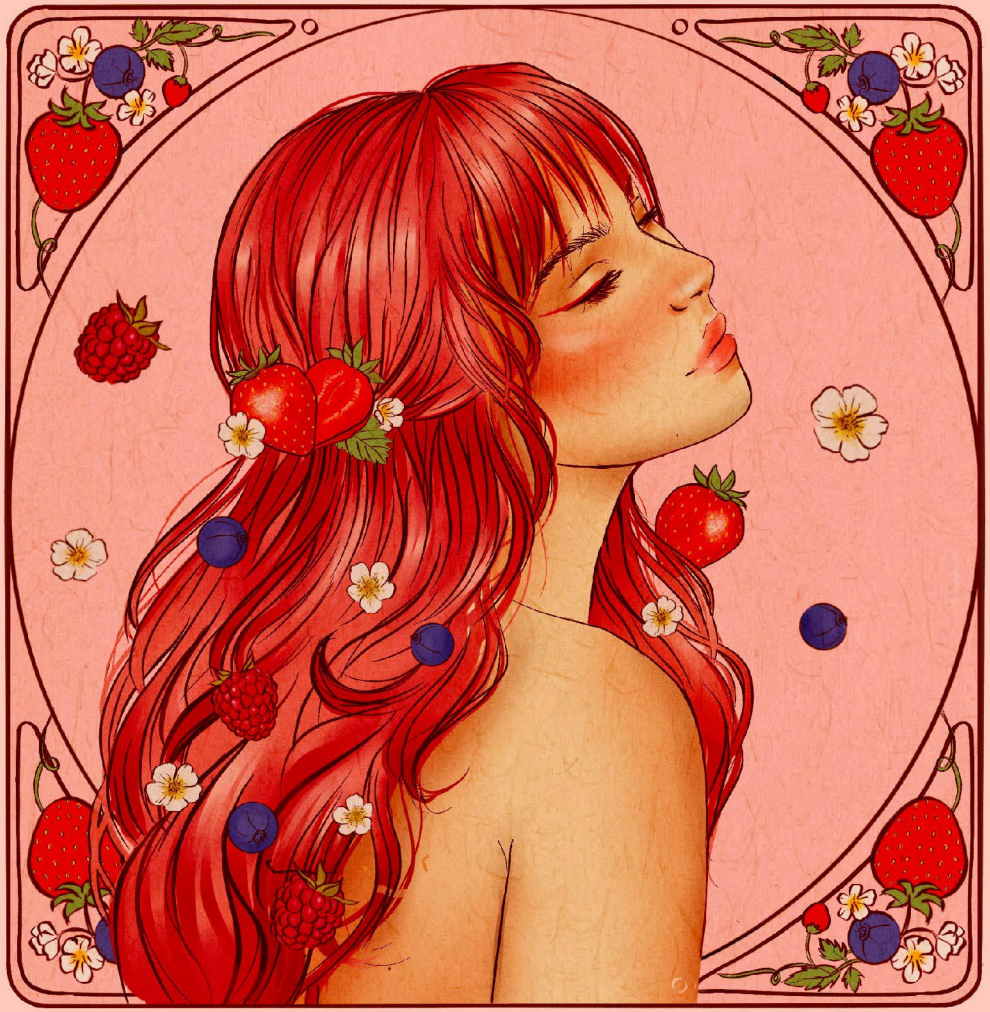
Lemon Twist

GREEN TEA . ORGANIC . BIO

20 TEA BAGS

Sweet Berries:

Savor the lusciousness of our Sweet Berrie black tea,



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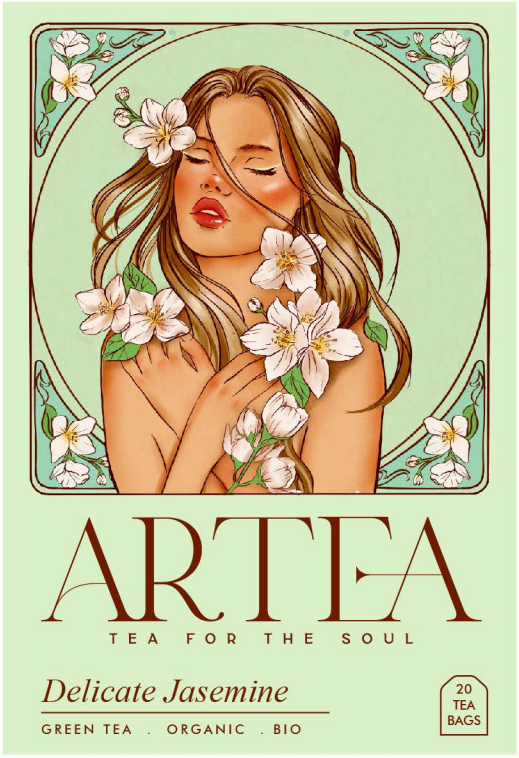
TEA FOR THE SOUL

Sweet Berries

BLACK TEA . ORGANIC . BIO

20 TEA BAGS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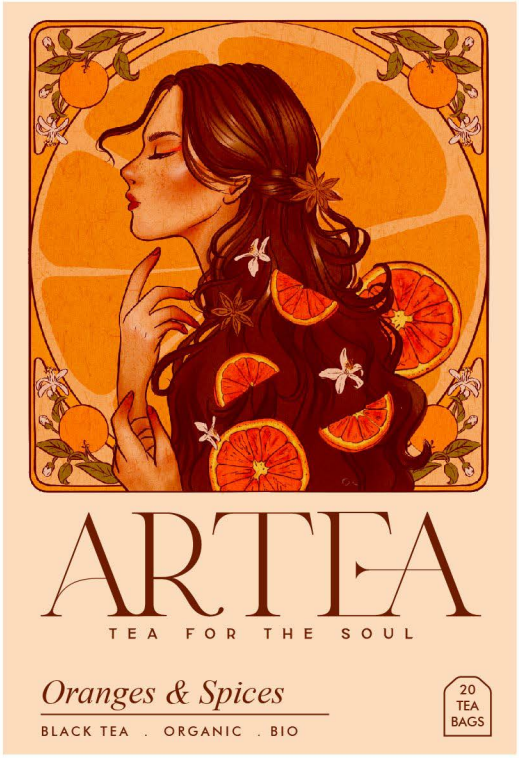
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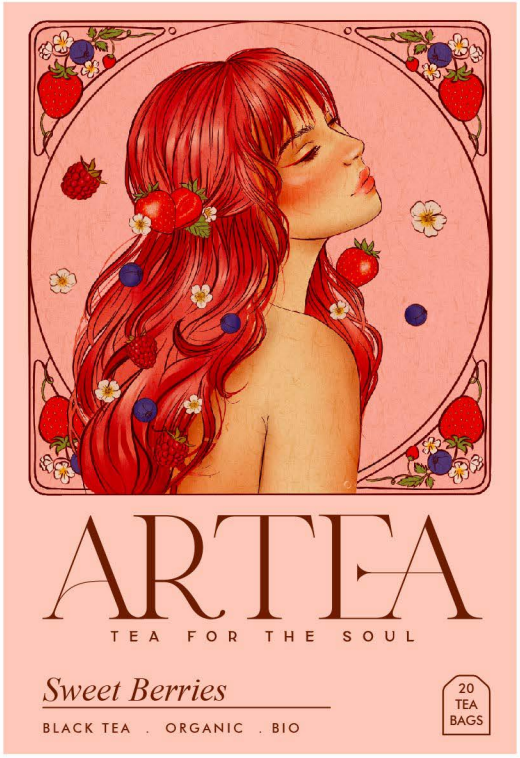
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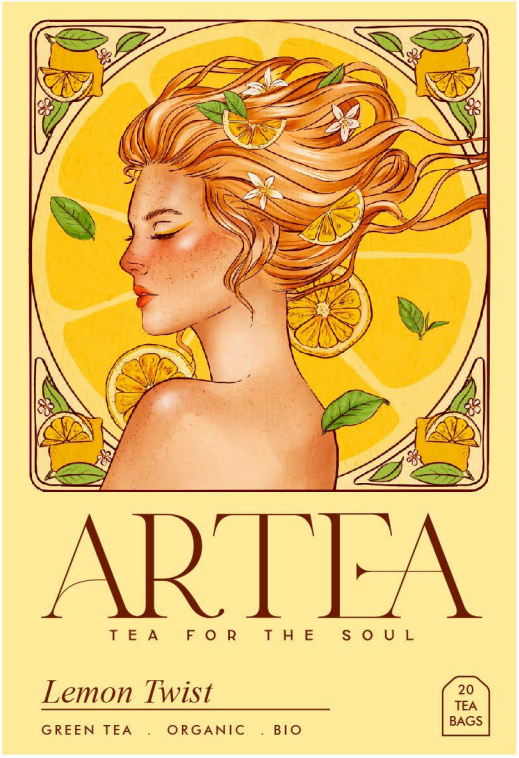
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ARTEA
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GREEN TEA · ORGANIC · BIO
20 TEA BAGS
ARTEA
TEA FOR THE SOUL
Delicate Jasmine
GREEN TEA · ORGA
ARTEA
Ingredient:
Green tea leaves, jasmine blossoms.
NUTRITION FACTS
Please store in a cool, dry place
40g
ARTEA
TEA FOR THE SOUL


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TEA FOR THE SOUL
Delicate Jasemine
Brewing guide
GREEN TEA · ORGANIC · BIO

ARTEA

TEA FOR THE SOUL

Delicate Jasemine

GREEN TEA . ORGANIC . BIO

20 TEA BAGS

ARTEA

TEA FOR THE SOUL

Delicate Jasemine

Experience the enchanting aroma of delicate jasmine blossoms infused into fine green tea leaves. Our expert blenders have carefully crafted this blend to bring you a harmonious balance of floral notes and refreshing green tea goodness, transporting you to a tranquil oasis with every sip.

Brewing guide

Put a teabag in a cup.

95°

Boil Water in a teapot (95°C)

Pour it over tea and let it infuse for 4 Min.

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TEA FOR THE SOUL

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TEA FOR THE SOUL

Delicate Jasemine

GREEN TEA . ORGANIC . BIO

20 TEA BAGS

ARTEA

Ingredient:
Green tea leaves, jasmine blossoms.

NUTRITION FACTS

20 Servings per container about

Amount Per Serving 1 teabag 2g

Amount per serving Calories	2
	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Protein g	0%

* Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, sugars and added sugars.

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs

Please store in a cool, dry place

40181 700982

℮ 40g

415 795240855 Artea

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TEA FOR THE SOUL

Delicate Jasemine

GREEN TEA . ORGANIC . BIO

20 TEA BAGS


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Oranges & Spices
Brewing guide

ARTEA

TEA FOR THE SOUL

Oranges & Spices

BLACK TEA . ORGANIC . BIO

20 TEA BAGS

ARTEA

TEA FOR THE SOUL

Oranges & Spices

Indulge in the warm and aromatic embrace of our Oranges and Spices black tea. Each sip offers a rich and robust experience that will transport you to cozy winter evenings by the fireplace. Embrace the comforting embrace of this tea and let it spice up your day.

Brewing guide

Put a teabag in a cup.

Boil Water in a teapot (95°C)

Pour it over tea and let it infuse for 4 Min.

ARTEA

TEA FOR THE SOUL

ARTEA

TEA FOR THE SOUL

Oranges & Spices

BLACK TEA . ORGANIC . BIO

20 TEA BAGS

ARTEA

Ingredient:
Black tea leaves, orange peel, cinnamon, Anise.

NUTRITION FACTS	
20 Servings per container about	
Amount Per Serving 1 teabag 2g	
Amount per serving Calories	2
	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Protein g	0%

* Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, sugars and added sugars.

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs

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Sweet Berries

BLACK TEA . ORGANIC . BIO

20 TEA BAGS

Sweet Berries

Savor the lusciousness of our Sweet Berrie black tea, a delightful symphony of flavors that will enchant your palate. Take a sip and be transported to a world of pure indulgence, where the sweet and tangy notes of berries dance on your tongue, leaving you craving for more.

Brewing guide

Put a teabag in a cup.

95°

Boil Water in a teapot (95°C)

Pour it over tea and let it infuse for 4 Min.


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Brewing guide
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Lemon Twist
GREEN TEA · ORGANIC · BIO
Ingredients:
NUTRITION FACTS
40g

ARTEA

TEA FOR THE SOUL

Lemon Twist

Zest up your day with the invigorating taste of our Lemon Twist. Our artisans have skillfully combined the bright essence of sun-ripened lemons with the gentle, grassy notes of green tea. Discover the perfect harmony between citrusy tang and soothing green tea undertones in every cup.

Brewing guide

Put a teabag in a cup.

Boil Water in a teapot (95°C)

Pour it over tea and let it infuse for 4 Min.

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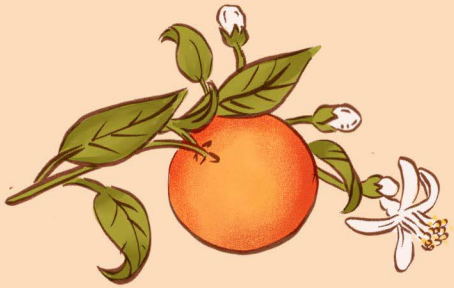

Thank you for watching!

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✦ Aesthetic Brands for the Modern CEO.

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