

# Huxingtang Series packaging

A set of specialty food packaging that combines the depth of profound Chinese regional cultures with modern visual expression.







## Inspiration from Cultural Map

Regional specialties are more than just food—they are epitomes of local customs and traditions. The design team aims to make the packaging itself a cultural window for consumers to understand Huizhou. Thus, the team moved away from conventional food close-ups and instead built a grand cultural map of Huizhou as the visual focus. This cleverly fills the gap in out-of-town visitors' understanding of Huizhou's geography, allowing the product to go beyond a mere food item in the tourism market and evolve into a portable, edible cultural symbol.





## Inspiration from Cultural Map

This series of packaging transforms the Huizhou map into a set of visual scrolls with a stepped, bird's-eye view, which serve as unified design elements for the series of packaging. Landmarks, local products and customs are also marked on the map. The moment users come into contact with the packaging, they are guided into a cultural journey through Huizhou—achieving a deep connection between the product and the region.



## Design Details Worth Exploring

The details of the background map hold the key to creating an immersive experience. Every label is well-researched—it serves not just as decoration, but as a condensed cultural epitome. The directions of mountains and the courses of water systems are clearly outlined, while iconic elements like Huizhou-style architecture, tea plantations, and ancient roads dotted among them serve as cultural touchpoints to spark users' curiosity and desire to explore.





# Huizhou Essence: A Unified Cultural Vibe

The packaging forms an indivisible visual whole across its four sides. When the box is laid flat and unfolded, a complete, continuous topographic map of Huizhou comes to life—overcoming the limitation of conventional packaging where individual sides are disconnected from one another. This panoramic visual treatment significantly enhances the sense of ritual and immersion when opening the box.





# Color-Block Markers for Functional Differentiation

The color palette of the entire series of packaging takes cues from the ink nuances of Huizhou-style landscape paintings. This palette unfolds with soft, tranquil tones, creating a profound humanistic atmosphere and ensuring the integrity of the series' packaging as well as their display effect. Against this unified visual background, the packaging design of this series incorporates an efficient color-coding system—assigning a highly recognizable color block label to each type of pastry (such as Maofeng Tea Pastry, Qimen Tea Pastry, etc.). This approach not only delivers a systematic and unified visual effect but also provides users with intuitive and quick guidance for product selection, significantly enhancing the interactive experience.

