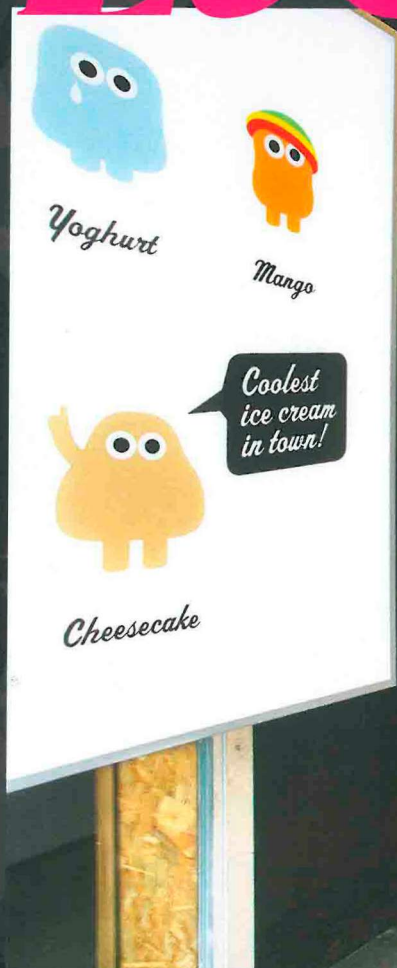


Presentation is

Everything



Playful, simple and fun—just how ice cream should be.



How does one take an amorphous pile of shaved gelato, with toppings oozing down the sides, and turn it into something that's not just appealing to the eye, but also extremely cute to boot? Estudio m Barcelona took on the challenge with gusto, partnering with Barcelona, Spain-based **Eyescream and Friends** to invent a new way to serve the frosty treat, and to create a unique brand identity.

Estudio m Barcelona helped with everything from the concept development to the store design to the packaging. Marion Dönneweg, co-founder and graphic designer at Estudio m Barcelona, says they worked closely with the clients to make the Taiwanese-inspired ice cream more palatable and appealing to European tastes. All toppings are kept separate until the customer is ready to eat, thanks to specially designed cardboard cutouts that also serve as a plate. They then had the idea to add two sugar "eyes" to the top of the frozen ribbon mountains, so that customers could transform each sundae into their own ice cream character. "The effect of two simple eyes is just amazing," Dönneweg says. Playful, simple and fun—just how ice cream should be.

Photos courtesy of **ESTUDIO M BARCELONA**

