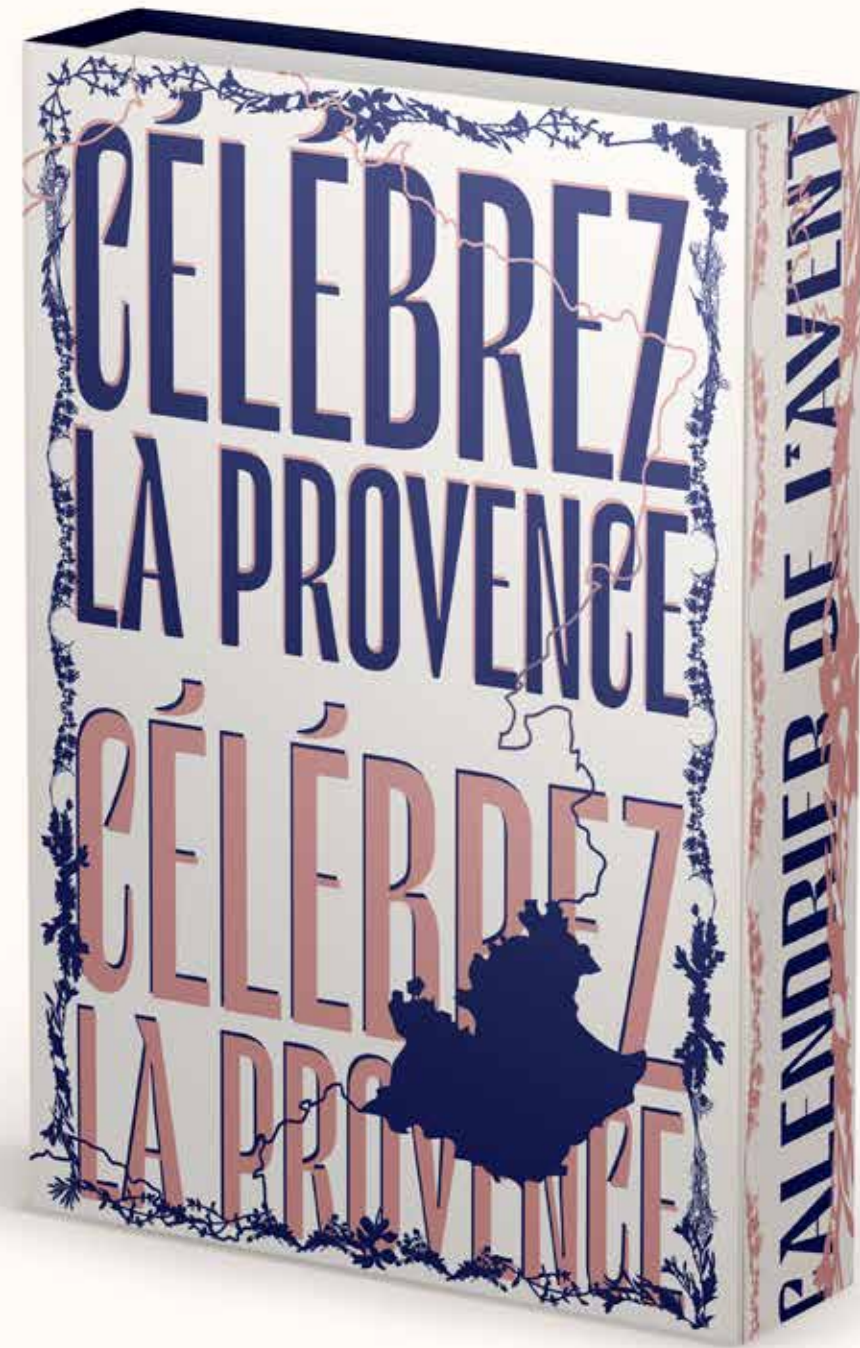


Process Book

Provence Advent Calendar



Idea

- **Advent Calendar**
- **Each chocolate wrapper represents a different area in the Provence region**
- **Each container with the advent number corresponds to the Herbes de Provence**
 - **Thyme, Rosemary, Fennel, Savory, Marjoram, Bay Leaf, Chervil, and Basil**
- **Functional Box**
 - **Made with seed paper**
 - **Herbes de Provence**
- **Collaboration with a chocolate company local to the region**



Local family chocolatier to Provence,
Puyricard, Aix-en-Provence,
Since 1967

Research



DOUCE NUIT TASTING BOX 1.280KG

The Box, with a thousand flavors for an unforgettable gift, will please young and old...

€187.00



Research & writing

Puyricard Info

The story of Marie-Anne and Jan-Guy Roelandts, founders of the Chocolaterie de Puyricard, is an unusual story.

Although of Belgian origin, it is in the Congo that they made their beginnings in the world of chocolate candy, and it is in the small Provençal village of Puyricard, in the middle of lavender, that they set up their first workshop.

Their son Tanguy and their granddaughter Solène now run the family business together.

The brand, which is synonymous with chocolate excellence and handcraft, has spread from the South East of France to Paris through its network of 21 shops, and is exported abroad.

<https://www.puyricard.fr/en/content/7-our-story>

Herbes de Provence

- Thyme, Rosemary, Fennel, Savory, Marjoram, Bay Leaf, Chervil, and Basil
- Le produit, de dénomination commerciale courante « Herbes de Provence », est un mélange d'herbes aromatiques sèches dont la composition varie avec certaines ou la totalité des plantes suivantes : thym, romarin, origan, sarriette, marjolaine, sauge, livèche, laurier, persil, estragon...

Research & writing

Final Interior Box Copy

T'was the night of trip planning and all through the house, none could organize, especially not the mouse.

One of the most iconic places in Europe, the Provence region of France hides away hundreds of beautiful locations with rich cultural histories just waiting to be explored. This Christmas, Puyricard, in combination with ExploreFrance, developed Célébrez la Provence to do just that. With each date of the advent, learn about and enjoy a new unmissable part to visit while tasting the flavors with locally made chocolate and scents of Herbes de Provence. Whether you use Célébrez la Provence Calendrier de l'Avent traditionally or decide to countdown to your trip, the ideas will be buzzing and the excitement stirring. The best part is, when you've finished your chocolate, plant each wrapper to grow your very own Herbes de Provence.

Locations



**Avignon –
Palais de Papes**
Towers



**Aix-en-Provence –
Le marché d'Aix-en-Provence**
Patterns, Lights, Lines



**Mougins –
Chapelle Notre-Dame
de Vie**
Building, Trees, Picasso



**Arles -
Ampitheatre**
Arches pattern



**Nîmes –
Maison Carrée**
Patterns, Squares



**Fréjus –
Cathédrale de Fréjus**
Arches, Pews, Architecture



**Saint-Tropez –
Sentier du Littoral**
Rock wall, blue ocean colors



**Marseille –
Basilique Notre-Dame de Vie**
Painted Patterns, Arches



**Cassis –
Cassis**
Bright Colors, Port, windows

Locations



**Les Baux-de-Provence –
Chateau des Baux**
Ruins, Shape of Buildings



**Gorges du Verdon –
Gorges du Verdon**
Line, color, shape



**Saint-Paul-de-Vence –
Chapelle Folon**
Eye, typography, color



**Cannes -
La Croisette Boulevard**
Umbrellas, ocean



**Gordes –
L'Abbaye Senanque**
Lavender, lines, building form



**Arles –
LUMA**
Architecture, metals, form



**Bonnieux –
Le Pont Julien**
Bridges, typography, arches



**Gordes –
Gordes**
Box buildings, overlapping hills



**Salon-de-Provence –
Maison de Nostradamus**
Windows, door, texture

Locations



Saint-Rémy-de-Provence – Monastère Saint-Paul de Mausole

Gardens shape, typography



L'Isle-sur-la-Sorgue – L'Isle-sur-la-Sorgue

Island, water



Orange – Théâtre antique d' Orange

Shapes, colors, movement



Marseille – Musée des Civilisations de l'Europe et de la Méditerranée

Wall patterns, shapes



Roussillon – Roussillon

Color, shapes overlapping



Marseille – Vieux Port

Water, reflections, boats



Basil - Basilic



Fennel - Fenouil



Thyme - Thym



Majoram - Marjolaine



Rosemary - Romarin



Chervil - Cerfeuil

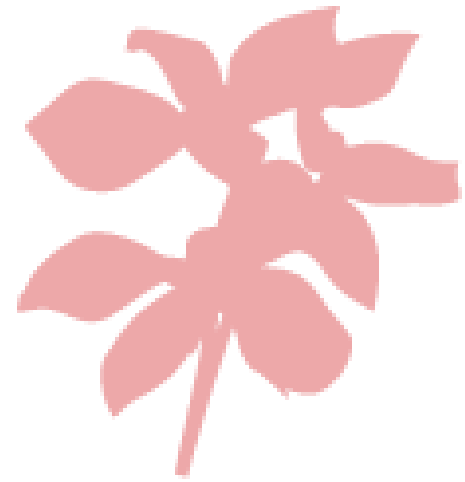


Savory - Sarriette

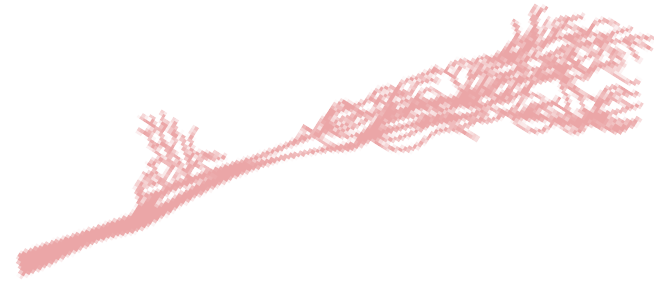


Bay Leaf - Laurier

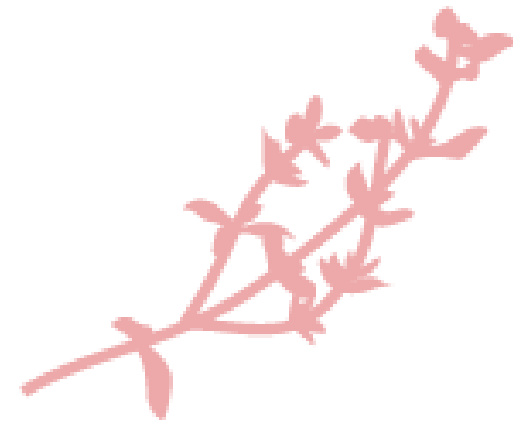
Research - Herbes



Basil - Basilic



Fennel - Fenouil



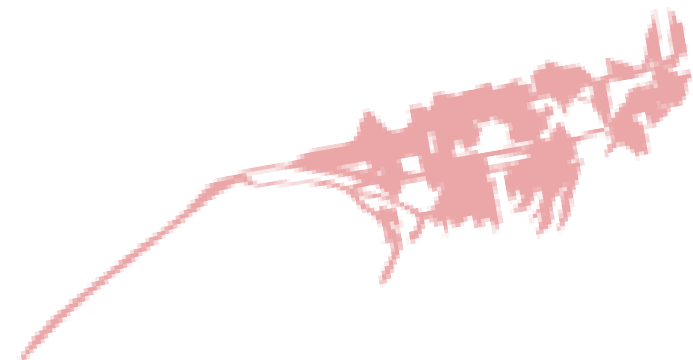
Thyme - Thym



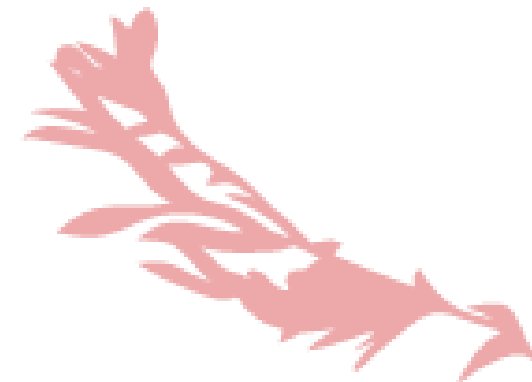
Majoram - Marjolaine



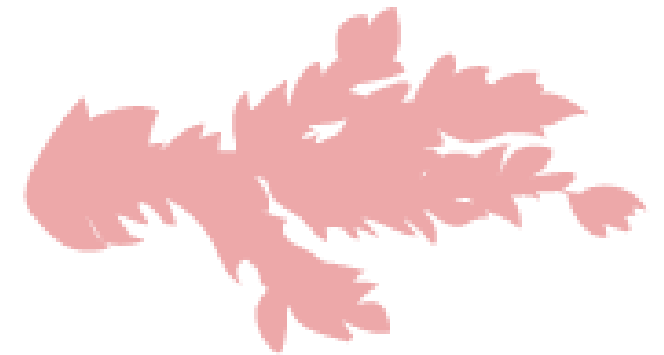
Rosemary - Romarin



Chervil - Cerfeuil



Savory - Sarriette



Bay Leaf - Laurier

Herbes - Art

Type and Color Studies

Gastromond

FreightBig Pro

CHUCK

Korolev

Maple

Program OT Medium

Work Sans SemiBold

Trois Mille Bold

Korolev

Maple

Program OT Medium

Work Sans SemiBold

Trois Mille Bold

KOROLEV

MAPLE

PROGRAM OT MEDIUM

WORK SANS SEMIBOLD



Gastromond

FreightBig Pro

CHUCK

Korolev

Maple

Program OT Medium

Work Sans SemiBold

Trois Mille Bold

TROIS MILLE BOLD

WORK SANS SEMIBOLD

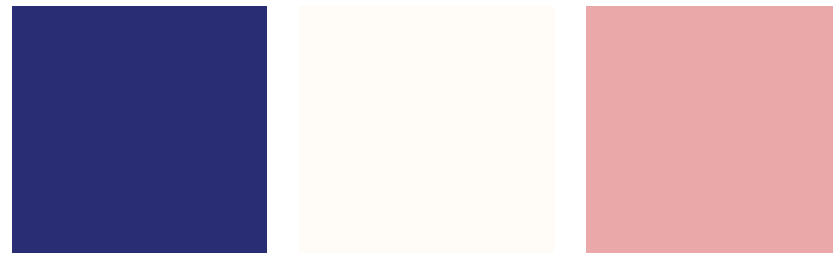
WORK SANS SEMIBOLD



Trois Mille Bold

Final Type and Color

Le Murmure



Typography Moodboard





Illustration Moodboard

SPAIN

L'abbaye de seranque

1 **11**

2 **2** **St Tropez**

3 **3** **adls**

4 **4**

5 **5** **gordes**

6 **6** **Le port Julien**

7 **7** **comen theatre**

8 **8** **folon chapel**

9 **9** **Choclatier**

10 **10** **Nimes maison conic**

11 **11** **des Baux-de-Provence Chateau des Baux**

12 **12** **Juma kites**

13 **13** **Salon de Provence Maison de Nostradamus**

14 **14** **Saint M**

15 **15** **Vieux Port Marseille**

16 **16** **Roussillon**

17 **17** **Marseille Bastille Hotel de la Vie**

18 **18** **Avignon Palais de Papes**

19 **19** **Arles Cathedrale de St Etienne**

20 **20** **Arles Cathedrale de St Etienne**

21 **21** **Arles Cathedrale de St Etienne**

22 **22** **Arles Cathedrale de St Etienne**

23 **23** **Arles Cathedrale de St Etienne**

24 **24** **Arles Cathedrale de St Etienne**

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92 **92** **Arles Cathedrale de St Etienne**

93 **93** **Arles Cathedrale de St Etienne**

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96 **96** **Arles Cathedrale de St Etienne**

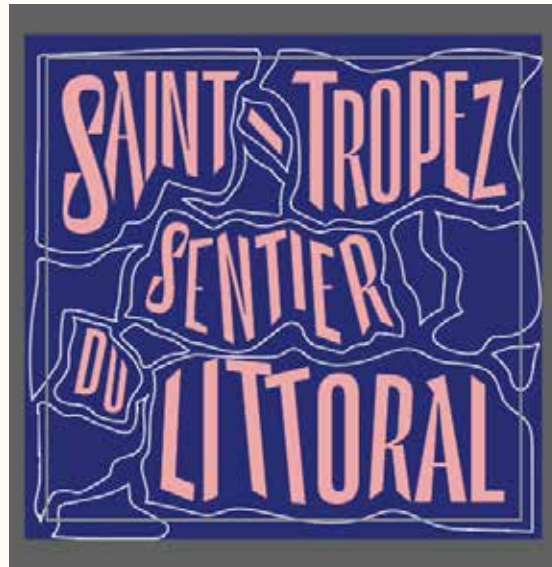
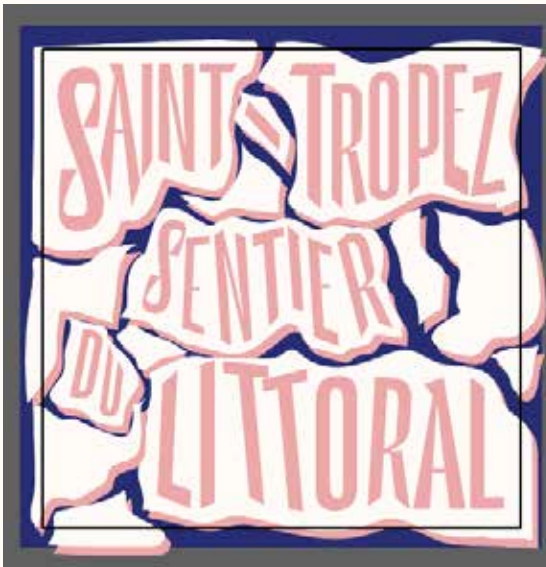
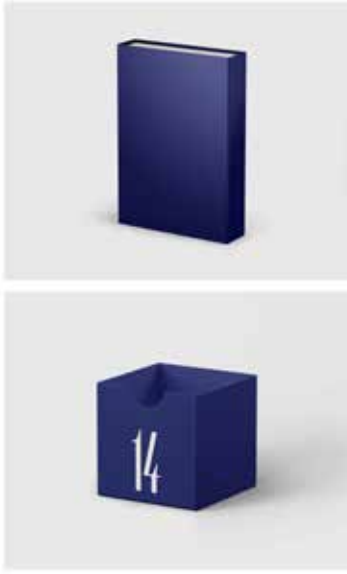
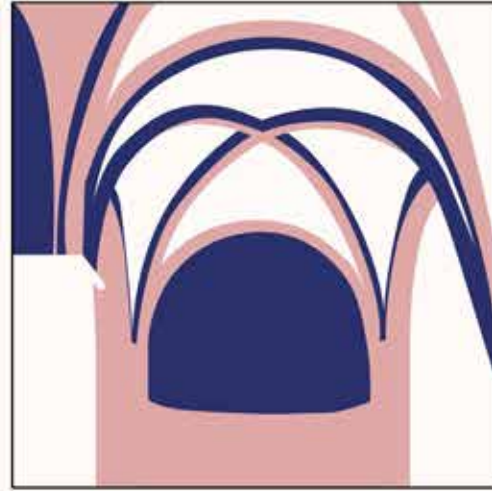
97 **97** **Arles Cathedrale de St Etienne**

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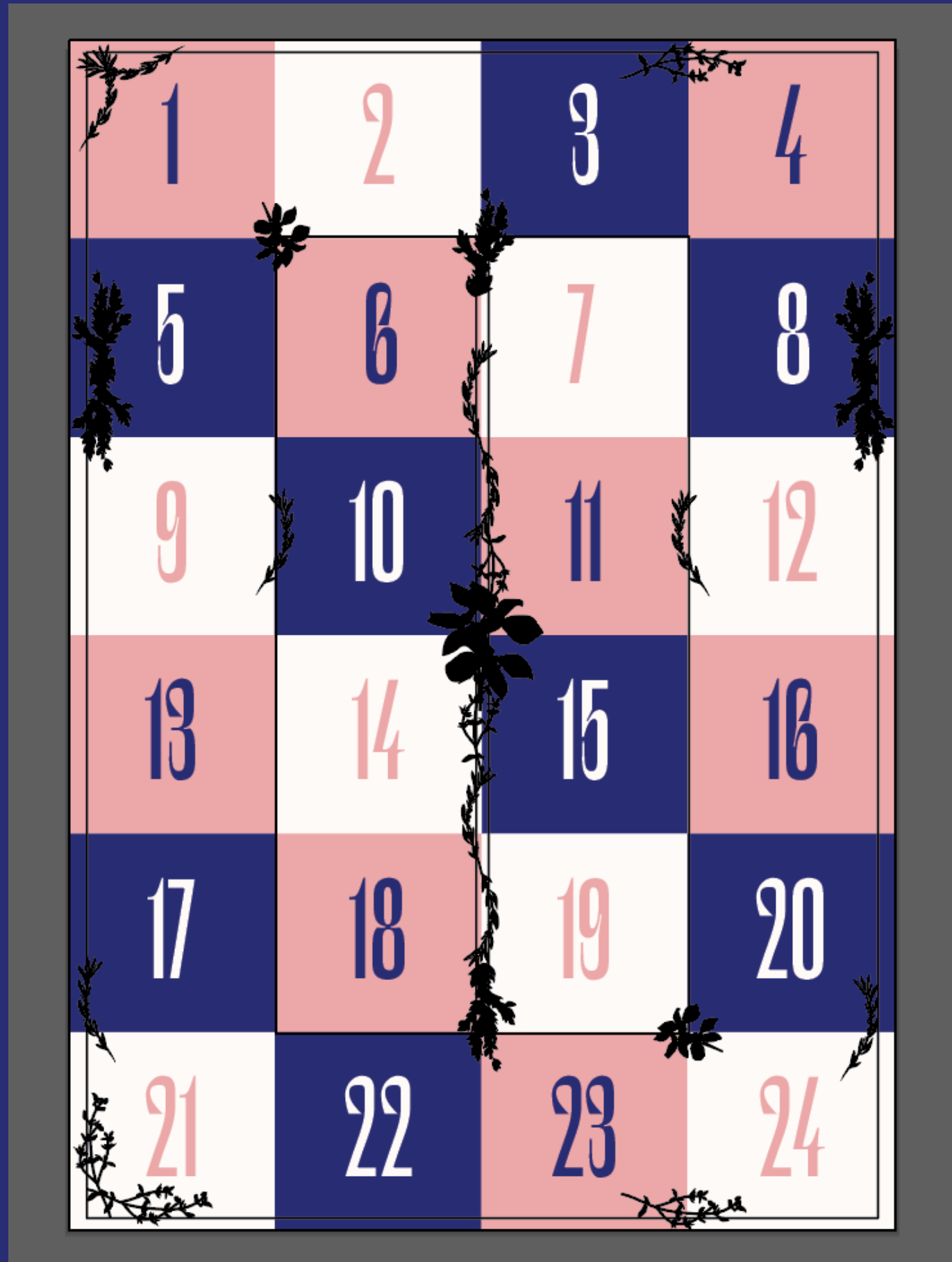
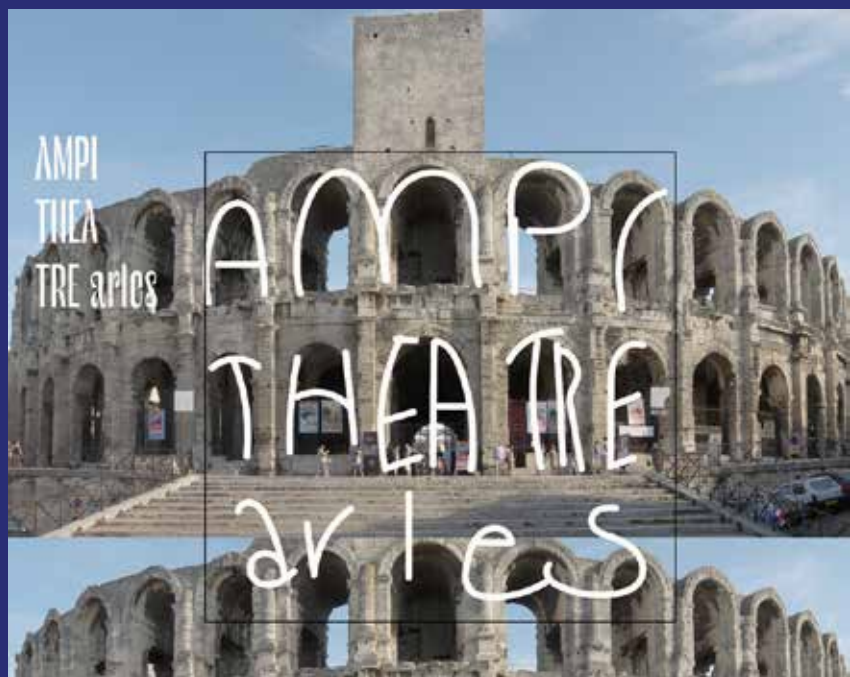
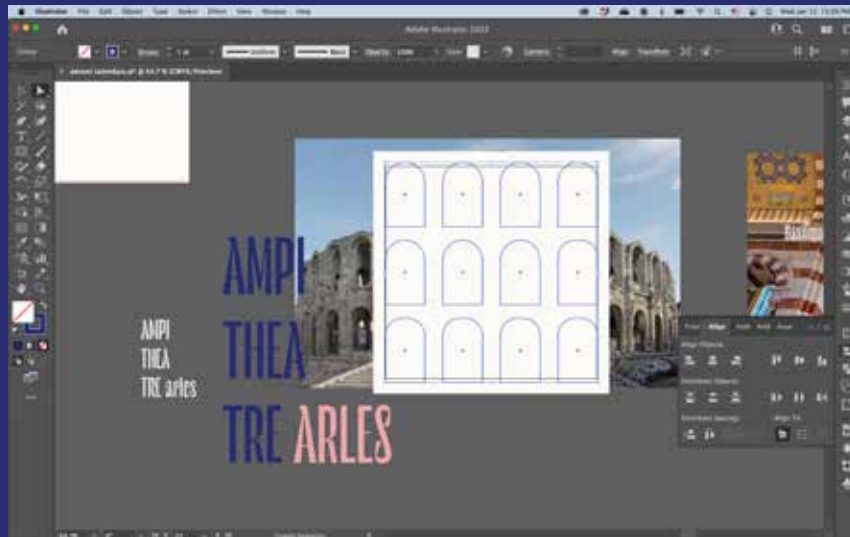
99 **99** **Arles Cathedrale de St Etienne**

100 **100** **Arles Cathedrale de St Etienne**

Digital Round



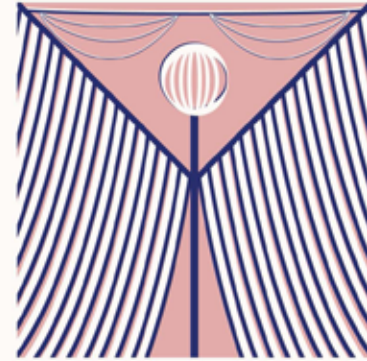
TOURNAMENT



Final Locations Art



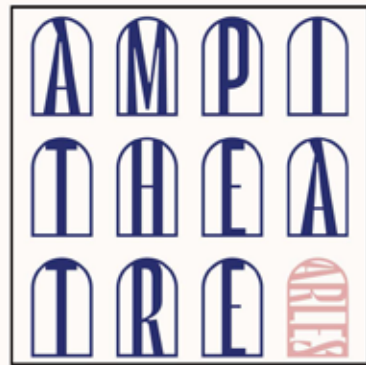
**Avignon -
Palais de Papes**
Towers



**Aix-en-Provence –
Le marché d'Aix-en-Provence**
Patterns, Lights, Lines



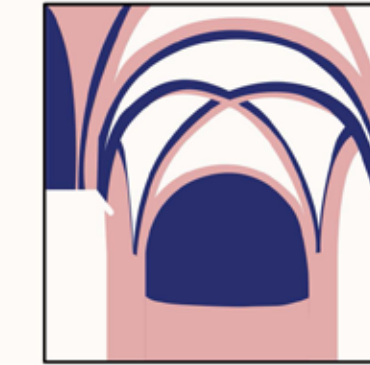
**Mougins –
Chapelle Notre-Dame
de Vie**
Building, Trees, Picasso



**Arles -
Ampitheatre**
Arches pattern



**Nîmes –
Maison Carrée**
Patterns, Squares



**Fréjus –
Cathédrale de Fréjus**
Arches, Pews, Architecture



**Saint-Tropez -
Sentier du Littoral**
Rock wall, blue ocean colors



**Marseille –
Basilique Notre-Dame de Vie**
Painted Patterns, Arches



**Cassis –
Cassis**
Bright Colors, Port, windows

Final Locations Art



Les Baux-de-Provence –
Chateau des Baux

Ruins, Shape of Buildings



Gorges du Verdon –
Gorges du Verdon

Line, color, shape



Saint-Paul-de-Vence –
Chapelle Folon

Eye, typography, color



Cannes -
La Croisette Boulevard

Umbrellas, ocean



Gordes –
L'Abbaye Senanque

Lavender, lines, building form



Arles –
LUMA

Architecture, metals, form



Bonnieux –
Le Pont Julien

Bridges, typography, arches



Gordes –
Gordes

Box buildings, overlapping hills



Salon-de-Provence –
Maison de Nostradamus

Windows, door, texture

Final Locations Art



Saint-Rémy-de-Provence – Monastère Saint-Paul de Mausole
Gardens shape, typography



L'Isle-sur-la-Sorgue – L'Isle-sur-la-Sorgue
Island, water



Orange – Théâtre antique d' Orange
Shapes, colors, movement



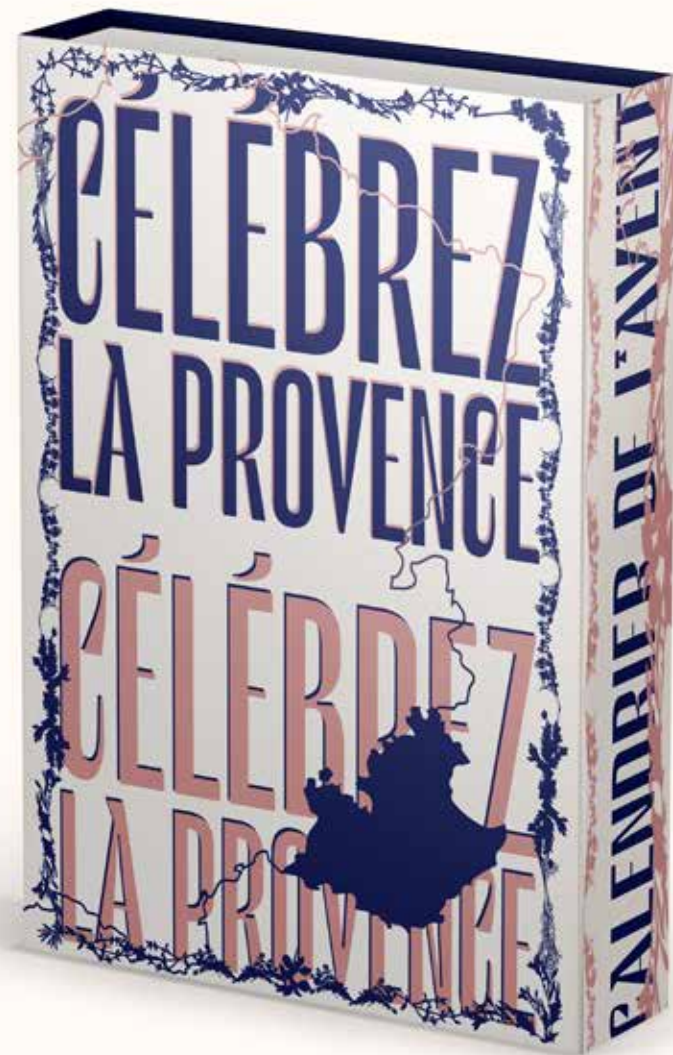
Marseille – Musée des Civilisations de l'Europe et de la Méditerranée
Wall patterns, shapes



Roussillon – Roussillon
Color, shapes overlapping



Marseille – Vieux Port
Water, reflections, boats



Final Mockups

Final Mockups



Final Mockups

