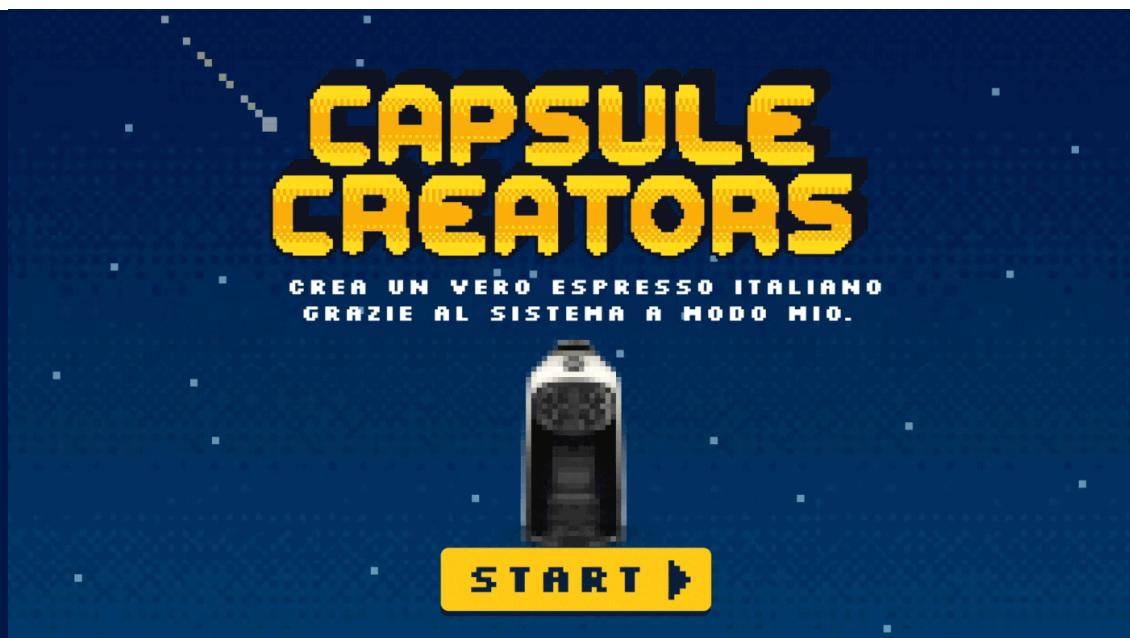


**Lavazza - Capsule Creators**

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Lavazza wants to communicate why their “A Modo Mio” coffee is a real Italian coffee.

But there is a problem: people don't pay attention to brands.

So, in order to engage as more people as possible we turned it
in to something that everybody loves: a game.

We present “Capsule Creators”, an 8-bit game developed as an activation
in the centre of Milan (Italy).

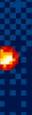
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QUALITÀ
ROSSATIERRA
BIOQUALITÀ
ORO

THE ANIMATIONS



THE GAMEPLAY

**Story_gameplay1**from **Giulio Sardelli**

SCEGLI LA TUA CAPSULA

TIERRA! BIO
LAVAZZA A MODO MIOTIME
00:24QUALITÀ ROSSA
LAVAZZA A MODO MIO

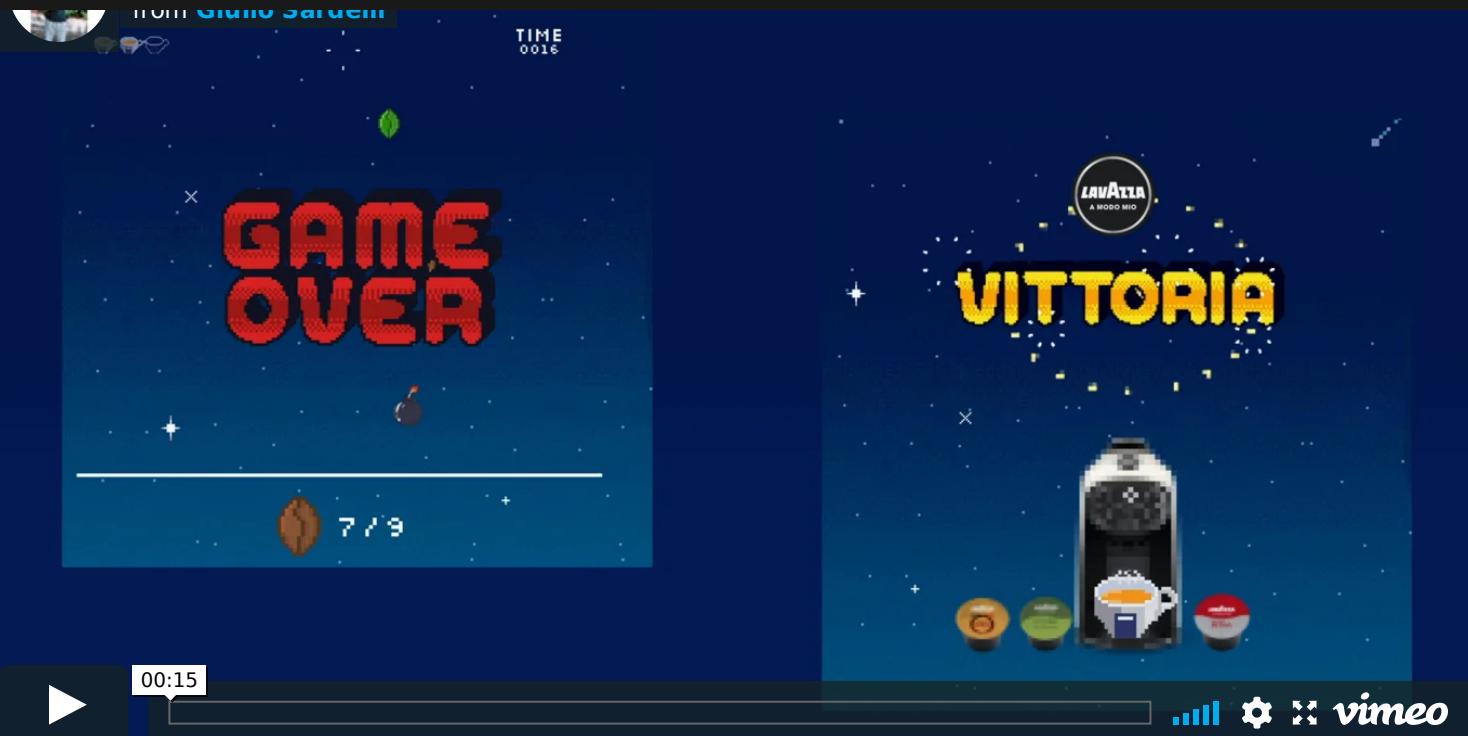
COMPLIMENTI

HAI SLOCCATO
LA GRAMMATURA PERFETTA!

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Accept**neo**



Capsule Creators
from Giulio Sardelli



00:43

vimeo

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THANK YOU FOR WATCHING



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BLAMING MIRROR



BLACK MIRROR SEASON 5



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Lavazza - Capsule Creators

"Capsule Creators" is the original game created for Lavazza to announce their original capsules and launched in the centre of Milan, giving every [Read More](#)

14 9 66 0

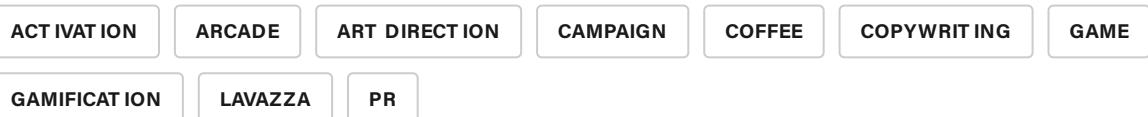
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CREATIVE FIELDS

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