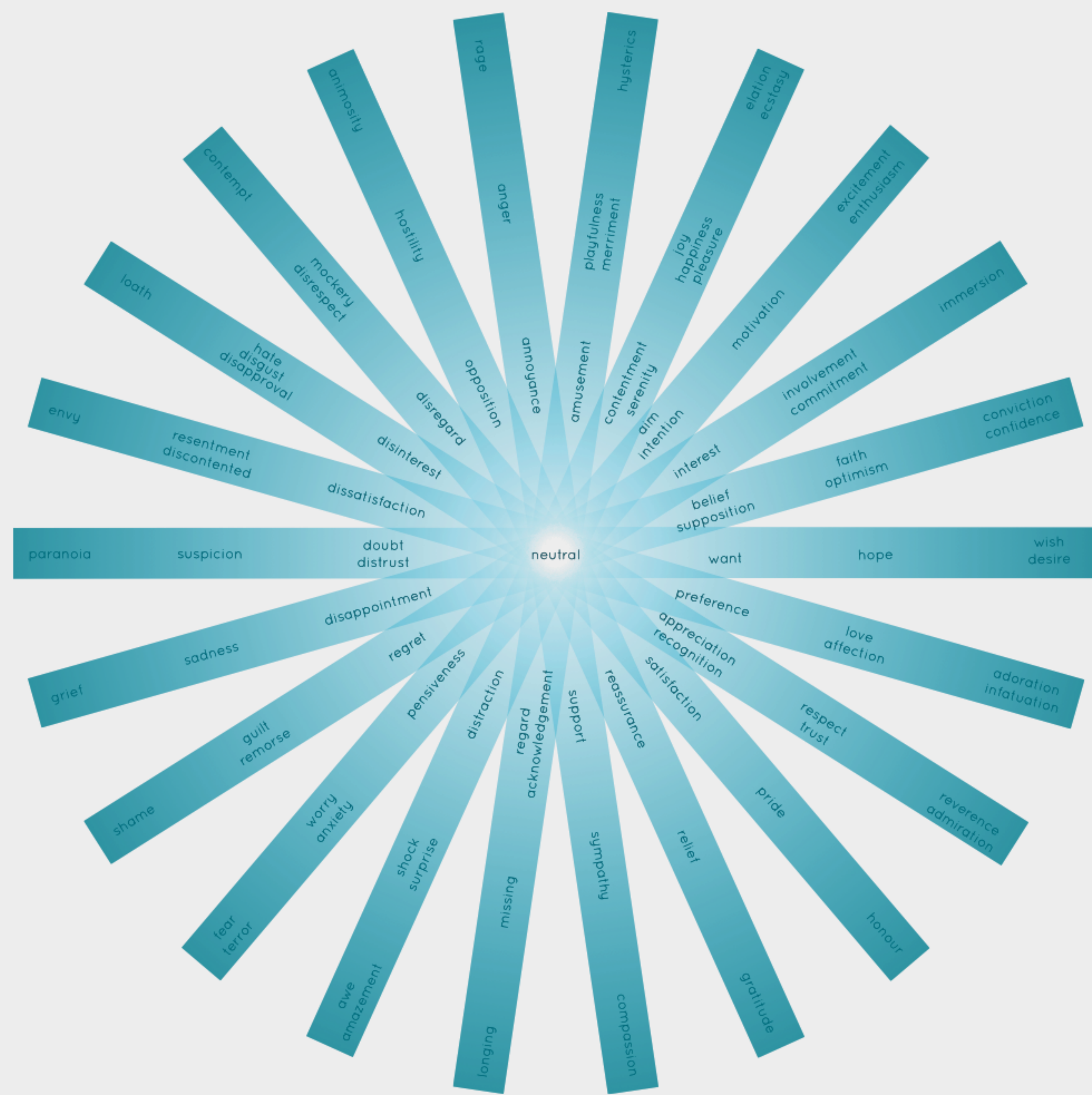


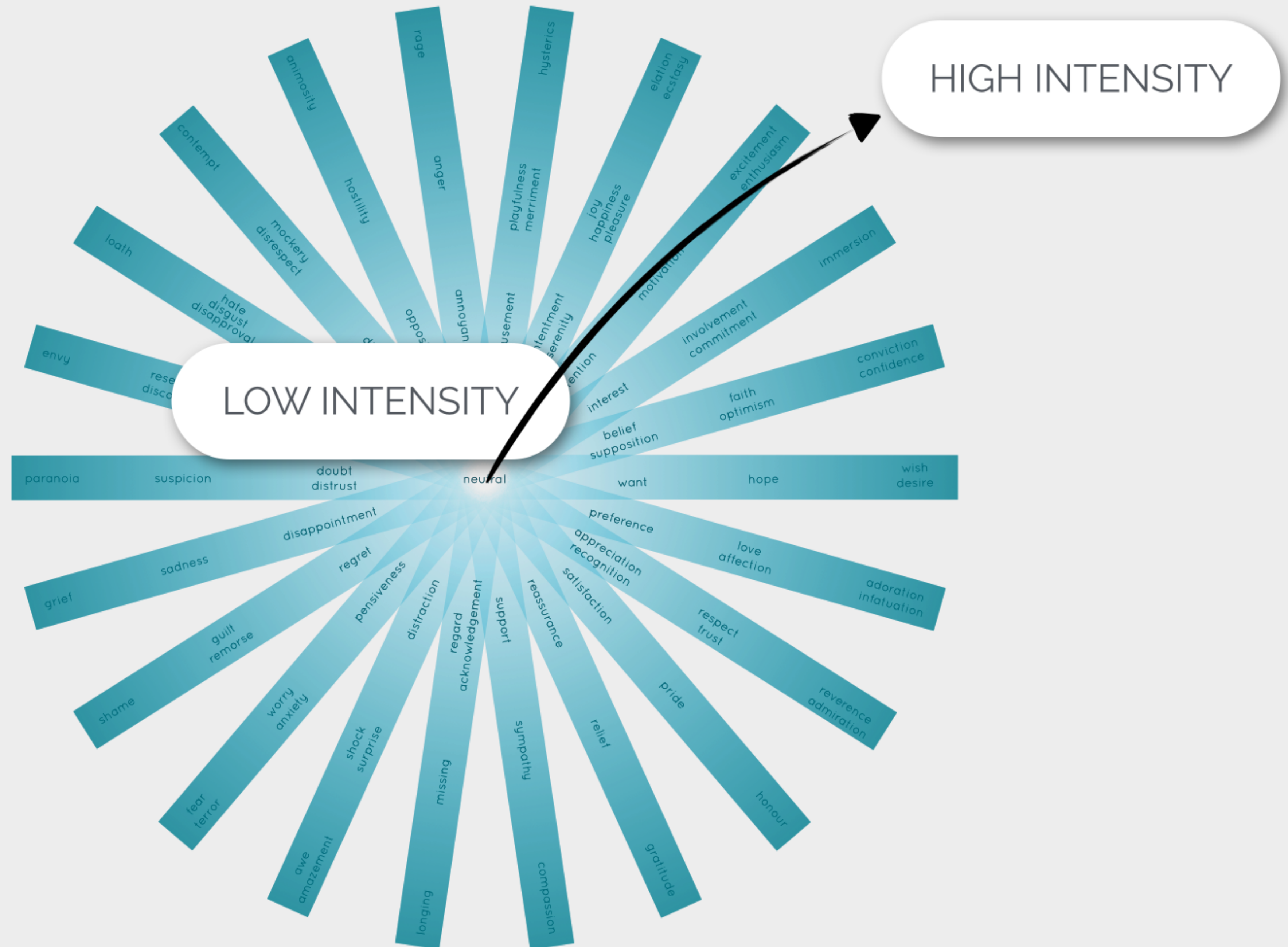
ÉMOMI

THE ONLY GIFT THAT LETS YOU EXPRESS YOURSELF
THROUGH CHOCOLATE

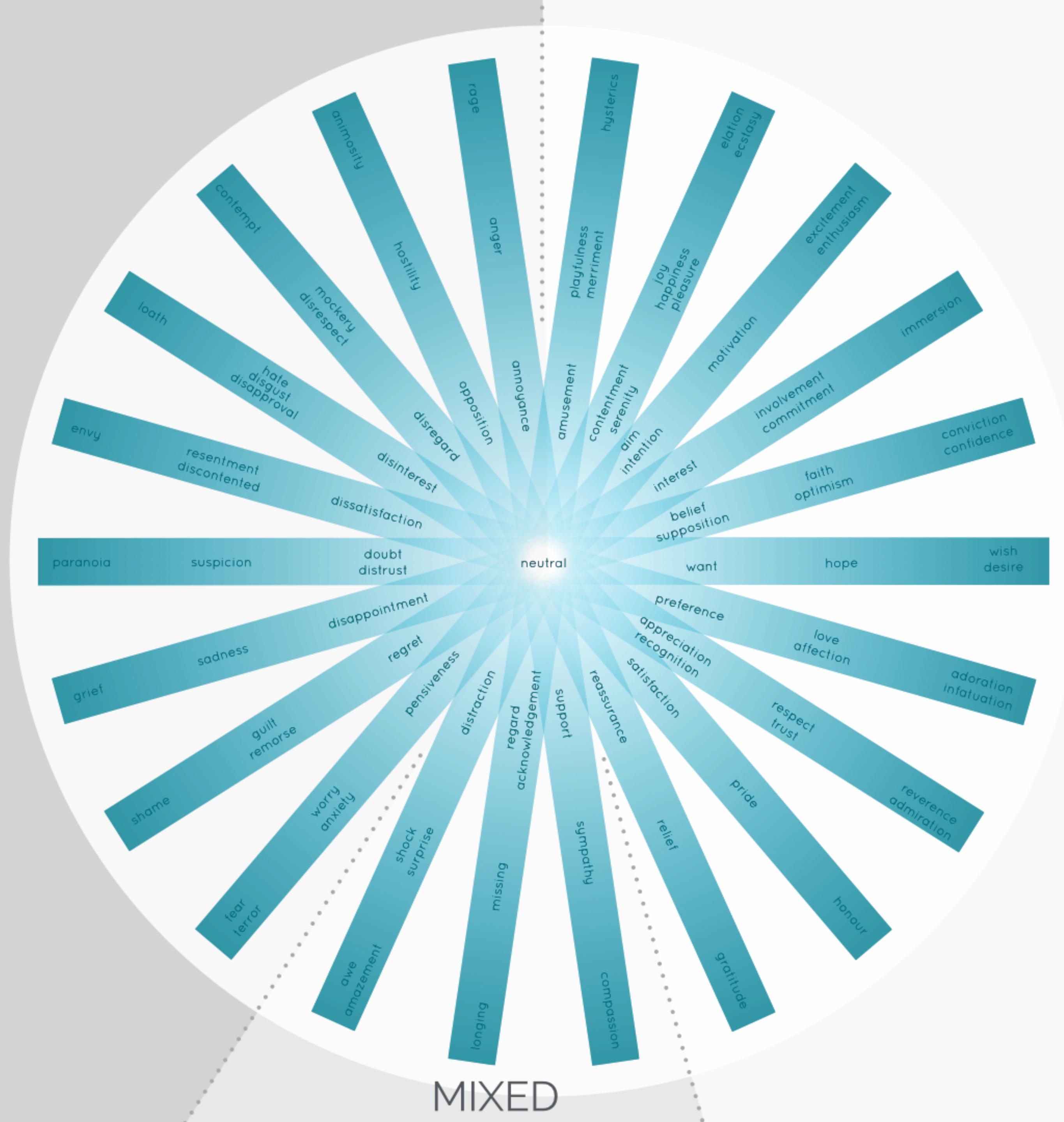
by Soraia Binzagr

EMOTION SPECTRUM DESIGN





NEGATIVE

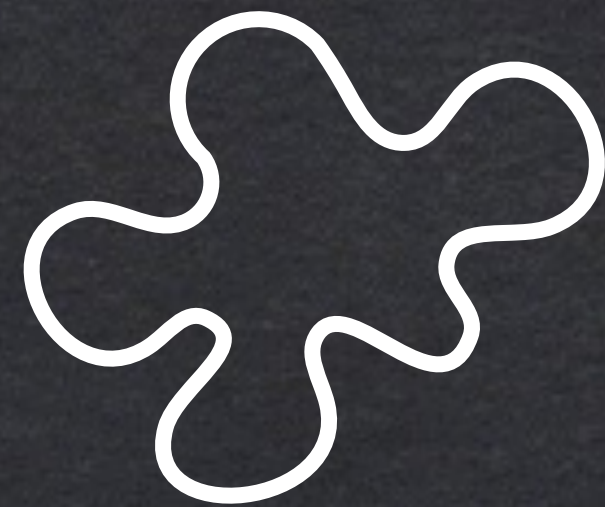


POSITIVE

MIXED

RESEARCH BACKGROUND

THE “**BOUBA** / **KIKI**” EFFECT



sweet



sour / bitter

IMPLEMENTATION

SWEETER



POSITIVE

MIXED



MIXED

SHARPER



NEGATIVE

EMOTION TO CHOCOLATE DESIGN



NEGATIVE



NEGATIVE / POSITIVE



POSITIVE

NUT TEXTURE



GRANULE TEXTURE



POWDER TEXTURE



THE **INTENSITY** OF EACH EMOTION IS DEFINED BY ITS **TEXTURE**

EACH **SECTION** HAS ITS OWN **UNIQUE TEXTURE TYPE**

*** WITHIN EACH SECTION THE TYPE CAN VARY
(IE. DIFFERENT KINDS OF NUTS OR COLOS MAY BE USED)*

UNIQUE FLAVOURS



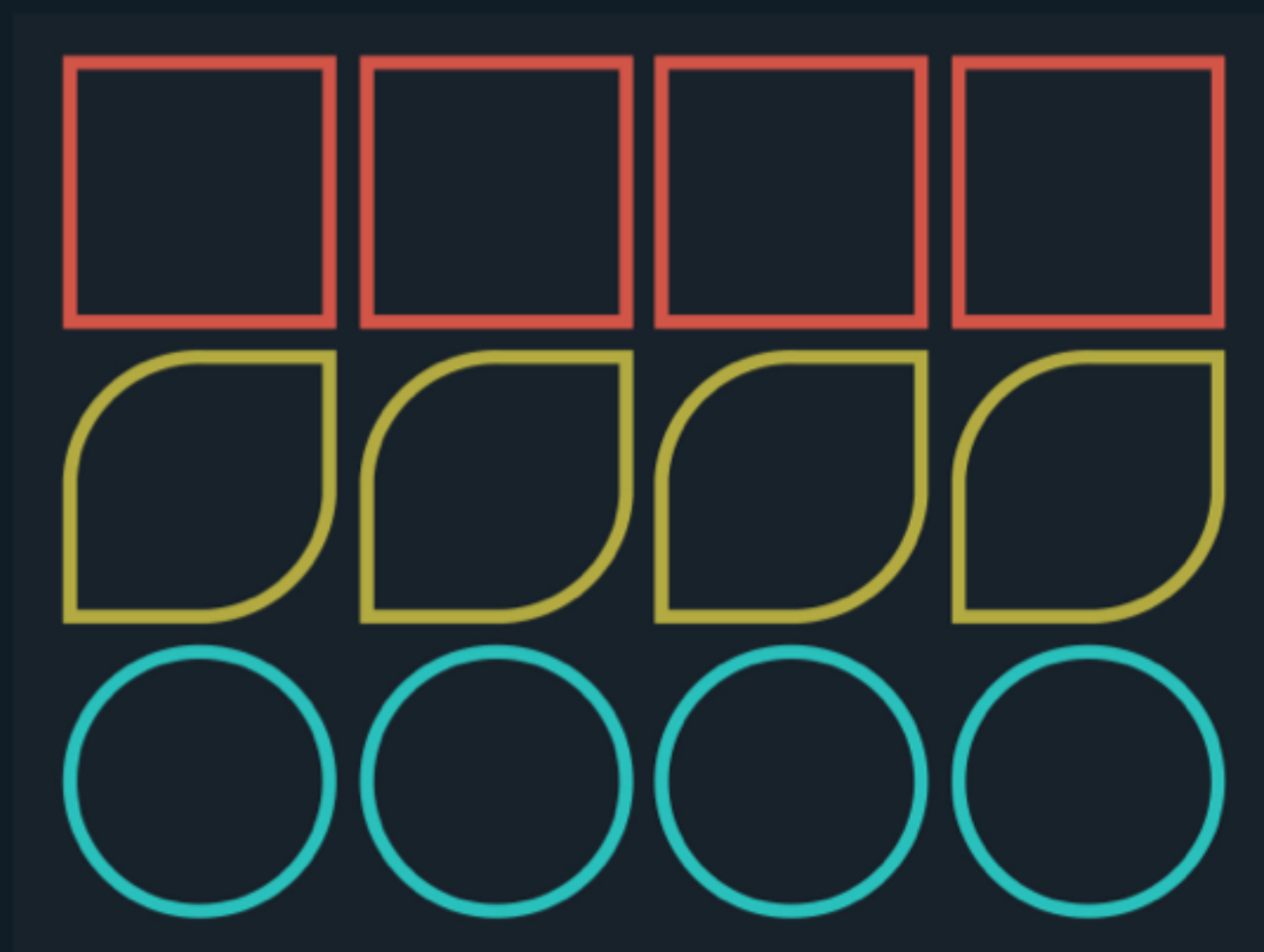
EACH EMOTION ON THE WHEEL
IS REPRESENTED BY A **UNIQUE FLAVOUR**

BRANCH	FLAVOUR
playfulness / meriment	coconut
joy / happiness / pleasure	lemon
pride	mint
faith / optimism	thyme
motivation	champagne
involvement / commitment	coffee
hope	caramel
love / affection	strawberry
respect / trust	green tea
relief	black tea
sympathy	sesame
missing	basilic
shock / surprise	grapefruit
worry / anxiety	smoked
guilt / remorse	green pepper
sadness	liquorice
suspicion	fish sauce
resentment / discontentedness	very salty cream cheese
hate / disgust / disapproval	truffle
mockery / disrespect	spicy garlic

THE SUGGESTED FLAVOURS ARE NOT
SET IN STONE...

INTENDED TO **EXPLAIN THE NOTION**
AND TO **INSPIRE THE CHOCOLATIER**
IN CREATING HIS OWN DESIGN

CHOCOLATE PRESENTATION



EACH CHOCOLATE BOX CONSISTS OF **12 PIECES**



THE USER CAN CHOOSE A **MAXIMUM OF 6 EMOTIONS**
AND A **MINIMUM OF ONE**



THE EMOTION **PERCENTAGE** IN THE BOX IS **USER DEFINED**

THANK YOU