

“It worked like a dream”  
OMA, Rotterdam

architecture and design jobs  
www.dezeenjobs.com **de  
zeenjobs**

**dezeen**

architecture and design magazine

**de** design  
magazine  
**zeen**

« [Top Towers by Konigsberger & Vannucchi](#)

## [El Mil del Poaig by CuldeSac](#)

December 11th, 2008



Spanish designers [CuldeSac](#) have designed the packaging for a new olive oil brand, [El Mil del Poaig](#).



The half-litre bottle, containing oil made from thousand year-old olive trees, is made of traditional Valencia ceramic and comes packed inside a wooden crate.



Here's some info from El Mil del Poaig:

-

EL MIL DEL POAIG

The Father: Actor Joaquin Solano

The Bottle: Developed in traditional Valencian ceramics combining bisque with glazed porcelain.



The Design: Developed in a way that each drop of the liquid gold is saved. Pure and sensual curves.

The Copy: Inspired in Roman History the font is based on manuscripts found from the time in which the millinary trees where planted. (Located at the museum of the Castle of Sagunto in Valencia).



**Wrapping:** Each bottle is surrounded by the traditional mesh, with which the olives are collected from the tree even now a days in Spain.

**The Packaging:** Contrasting with the sleek and delicate design of the bottle a hand made wooden crate protects each of these limited edition bottles with a security seal to guarantee it's uniqueness.



The company is a new founded company called Mil del Poaig. The name is based on the family hacienda that Joaquin Solanos grand parents owned in which he learned to love the precious olive oil of the region.

Years later together with his business partner Manuel Arnau they have located the necessary millinery trees throughout Valencia and Castellón to develop this limited edition. It's produced locally with the latest technology and distributed directly through Mil del Poaig.



Joaquin (Ximo) Solano, is a fairly well known actor in Spain and very recognized in Valencia for his roles in various shows.

He came to CuldeSac to develop the bottle, packaging and design as it's one of the projects that are very personal and cherished.

Together we have worked on every aspect of the product, which is now ready to hit the market and for which delicatessen companies from all over the world have shown great interest.

—

*Posted by Marcus Fairs*

[Email this](#) • [Subscribe to this feed](#) • [Digg This!](#) • [Stumble It!](#)

This entry was posted on Thursday, December 11th, 2008 at 12:41 pm and is filed under [Design](#), [all](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can skip to the end and leave a response. Pinging is currently not allowed.

## Leave a Reply

Name (required)

Mail (will not be published) (required)

Website

**submit**

- - [Home](#)
  - [About](#)
  - [Submit a story](#)
  - [Advertise](#)
  - [Dezeenjobs](#)
  - [Contact](#)



• **Join our mailing list**

**join**

-  [RSS via reader](#)

 [get daily email updates](#)

 [Dezeenjobs RSS](#)



-  [Latest jobs](#)

- [PR & marketing internship with Tom Dixon](#)
- [Design Event 09: call for submissions now open](#)
- [Professor of industrial design required by Lund University](#)
- [Internship opportunities with Carpenters Workshop Gallery](#)
- [MVRDV seek urbanist/urban designer](#)
- [Studio Liberty seek interns](#)
- [Dezeen seeks web designers](#)
- [Kite Related Design seek designer](#)
- [Account managers required by Origin Communications](#)
- [Applications sought for Sotheby's Institute of Art](#)

- Identity and website  
by [Design Science Office](#)

- [Special video feature:  
The Campana Brothers](#)

- **Search**

go

- **Categories**

- [Design](#)
- [Architecture](#)
- [Interiors](#)
- [Media](#)
- [Green](#)
- [Graphics](#)
- [Furniture](#)
- [Lighting](#)
- [Transport](#)

## • [Dezeenjobs](#)

- [Architecture jobs](#) (4)
- [Business development jobs](#) (1)
- [Courses](#) (1)
- [Design jobs](#) (4)
- [Design submissions](#) (1)
- [Digital design jobs](#) (1)
- [Education jobs](#) (1)
- [Internships](#) (4)
- [PR/marketing jobs](#) (3)
- [Sales jobs](#) (1)
- [Studio space to let](#) (1)

## • **And also...**

- [Competitions](#)
- [Gossip](#)
- [Dezeen loves...](#)
- [Interviews](#)
- [Books](#)
- [Movies](#)
- [Downloads](#)
- [Podcasts](#)

## • **Event reports**

- [Milan 07](#)
- [Design Indaba 07](#)
- [Design Miami Basel 07](#)
- [Int. Design Forum 07](#)
- [RCA summer show 07](#)
- [New Designers 07](#)
- [London Design Festival 07](#)
- [Tokyo Design Week 07](#)
- [Dutch Design Week 07](#)
- [Design Miami 07](#)
- [Venice Architecture Biennale 08](#)
- [Stockholm Design Week 08](#)
- [Milan 08](#)

- [Design Indaba 08](#)
- [Design Miami Basel 08](#)
- [London architecture festival 08](#)
- [New Designers 08](#)
- [London Design Festival 08](#)
- [Tokyo Designers Week 08](#)
- [Dutch Design Week 08](#)
- [Design Miami 08](#)

## • Monthly Archive

- [December 2008](#)
- [November 2008](#)
- [October 2008](#)
- [September 2008](#)
- [August 2008](#)
- [July 2008](#)
- [June 2008](#)
- [May 2008](#)
- [April 2008](#)
- [March 2008](#)
- [February 2008](#)
- [January 2008](#)
- [December 2007](#)
- [November 2007](#)
- [October 2007](#)
- [September 2007](#)
- [August 2007](#)
- [July 2007](#)
- [June 2007](#)
- [May 2007](#)
- [April 2007](#)
- [March 2007](#)
- [February 2007](#)
- [January 2007](#)
- [December 2006](#)
- [November 2006](#)

•