JazzGo cezve

JazzGo, a pot/cezve to take away. The project was made for the competition of the Leo Burnett advertising agency and Doncafe, famous serbian coffee brand and was awarded third place with honors. Quick coffee preparation, cup replacement and easily portable. An interesting conceptual solution intended for active and energetic people, who like to travel and don’t have time for relaxed coffee drinking. It contains a two-part cover, of which the first serves as a protective stand. Opening the second cover allows you to get the smell of freshly brewed coffee. By using a smart material of thermo-reactive paint, the color intensifies. One of the benefits of the coffee pot is that the Doncafé logo has the role of an indicator, which informs when the coffee is ready. The goal of the product is to keep the taste, smell and freshness of Doncafé.