



CANTARA

Cantara menghadirkan keharuman khas Nusantara melalui lilin aromaterapi yang menghubungkan jiwa dengan kekayaan floral dan budaya Indonesia.

Dengan tagline bertuliskan

A SCENT OF NUSANTARA

CROWN OF MENGWI VARIAN UTAMA CANTARA



Bunga Frangipani



Pura Taman Ayun



Bunga Lotus

WE TELL A STORY

Lebih dari sekadar kemasan biasa, kemasan Cantara menggambarkan sebuah cerita melalui visualisasi ilustrasi yang indah dan bermakna.

INSIDE OUR PACKAGING

Crown of Mengwi terinspirasi dari keindahan Pura Taman Ayun, sebuah pura bersejarah di Mengwi yang dikelilingi taman indah dan kolam suci.

Aroma lembut Frangipani dan Jasmine Sambac yang dipadu dengan segarnya bunga Lotus, serta Kenanga dan Cempaka menghadirkan wangi spiritual. Menciptakan suasana damai layaknya taman kerajaan di jantung Mengwi.



ID 609 CANTARA Packaging Design and Structure

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Cantara is a premium aromatherapy candle brand that encapsulates the rich cultural and floral heritage of the Indonesian archipelago. This project explores how scent, storytelling, and aesthetics can merge to create an immersive sensory experience through product and packaging design. Using a user-centered and culturally embedded design approach, Cantara integrates traditional elements with modern elegance. The research highlights the conceptualization, development, and execution of both the visual identity and packaging structure of Cantara, especially through its main variant, “Crown of Mengwi.” The final result is a design that resonates with a target market of culturally conscious, wellness-driven individuals seeking luxury with meaning.