## NO MORE SEX CONDOMS



## Properties list:

end-user packaging
packaging as a new medium
single product
extra-use of packaging
ironic
cardboard and paper
folding carton
labels and sleeves
new product
opaque
identity by typography
identity by shape
identity by system of colour

From <u>Robert Daniel Nagy</u> website: "The design was made as part of a danish design competition for young designers under 29. The brief was to create an appealing package for three condoms as a free give-away for a danish non-profit organisation, within a time limit of 24 hours. Each team was allowed to enter two proposals.

This is a handy package constructed so it opens from the right to the left, revealing a simple humoristic statement as each condom is taken out (and hopefully used!). The statement simply connects 'condoms' with 'having sex', and 'no more condoms' meaning 'no more sex'. The message should come across in eye level with the target group without being patronising or judgemental. Sex is fun, yet serious."

Reference: http://www.robertnagy.dk/index.php?/projects/creative-circle-2/

Credits:

Country: Denmark

Designer: Mads Jakob Poulsen and Robert Nagy

## Other images:





