## **JUICY SKIN**



## Properties list:

limited edition packaging collector packaging end-user packaging tactile packaging information about content range of products new product juices brick ironic unusual visual association unusual structural association textured smooth identity by colour

Innovation from Naoto Fukasawa design work: a remarkable example of multisenoriality in p ackaging design in which materials and surface effects work together to communicate, t hrough the senses, the content of the packaging.

Reference: http://blog.luismaram.com/2008/04/28/innovacion-en-diseno-de-empaques-caso-naoto-fukasawa/

Credits:

Country: Japan

Designer: Naoto Fukasawa

## Other images:











