URUKU



Properties list:

folding carton
cardboard and paper
contemporary
unusual visual association
opaque
identity by colour
identity by textures and patterns
identity by abstract shapes
cosmetics, beauty and toiletries
new product
range of products
end-user packaging

The packaging for the Uruku line of products from Aveda was done as an attempt to stay true to the identity of the Yawanawa tribe. The graphics on the packaging are derived directly from traditional face painting still practised by the tribe. The pigment used in the make-up was used in the actual printing of the 100% post consumer paper board boxes. This introduced a naturally derived pigment into the printing process, and though it caused a few initial nightmares, production was successful. A unique challenge for the printer, and an encouraging way to buy more raw product from the tribe.

Reference: http://www.envelopellc.com/projects/aveda.html

Credits:

Agency: Envelope LLC

User: Aveda

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