

GINA SCOOTER



Properties list:

carrying system
for all
end-user packaging
concept
single product
box
other non-food products
cardboard and paper
hand-made
eco-friendly
identity by illustration
identity by shape
identity by typography

Gina Olsina – an Industrial Design student and a participant in 2005 of the Packaging Seminar at Escola Massana – designed and built a scooter and developed a packaging solution for it. The package containing the scooter can be carried on as a wheelbarrow because of a die cut on one of its corners which leaves the front wheel uncovered; moreover it can also be used as a display at the point of sale, without losing its storage utility.

Reference:

Credits:

Country: Spain

Year: 2005

School: Escola Massana Centre d'Art i Disseny (Barcelona, Spain)

Credits: Helena G. Sanchez & Clara Burguillo

Other images:

