

STICKS FOR NEWBIES



Properties list:

- product accessibility
- concept
- range of products
- end-user packaging
- other non-food products
- folding carton
- cardboard and paper
- minimal
- contemporary
- identity by pictograms
- identity by system of colour

Packaging solution for an ingenious tool designed by Joanna Cavallieri for people using oriental sticks for the first time: the sticks are combined with a peg for clothes to support their use. The package is a flat folding carton, turning into a table stand to display the product.

Reference:

Credits:

Country: Spain

Year: 2009

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

Course: Packaging Seminar

Professor: Iñaki Granell

Students: Belén Hermosa & Laura Millàn

Other images:

