

DJ STOUT'S CIGARETTES



Properties list:

- concept
- tobacco and cigarettes
- folding carton
- metals
- cardboard and paper
- transgressive
- ironic
- unusual visual association
- identity by typography
- identity by illustration
- identity by colour
- extra-use of packaging
- range of products
- end-user packaging
- adults
- packaging as a new medium
- information about content

DJ Stout, a partner at Pentagram, created a concept for cigarette packaging, according to the new tobacco regulations in the U.S.A. He suggests that to comply with the crackdown, tobacco companies should embrace the restrictions and make cigarettes look truly dangerous, transforming the whole cigarette pack into a three dimensional warning label.

Reference:

Credits:

Country: United States of America

Year: 2009

Agency: Pentagram

Designer: DJ Stout

Other images:

