THIS IS ORIGAMI



Properties list:

toy packaging
packaging as a new medium
end-user packaging
range of products
extra-use of packaging
concept
folding carton
playful
contemporary
cardboard and paper
identity by textures and patterns
reusability

With the aim to help save the endangered animal Magdalena Czarnecki, in collaboration with WWF, created "This is Origami", a sustainable packaging design that can be reused and serve as a toy paper. After emptying the paper bags, it has all the step-by-step folding instruction in order for you to come in a certain toy stated in the cover, which are in the form of an animal.

Reference: http://www.tjaneski.com

Credits:

Country: Sweden Year: 2008

Designer: Magdalena Czarnecki

Other images:

