



## Properties list:

- range of products
- extra-use of packaging
- concept
- office and stationery
- folding carton
- cardboard and paper
- eco-friendly
- identity by shape
- instruction through pictograms
- photo to evoke
- end-user packaging
- adults
- packaging as a new medium
- information about packaging

Idea\* is a concept project, commenting on the value of waste packaging and the perception of contents. Each box claims to contain a product, but instead can be deconstructed and reconstructed inside out to become its intended contents. After construction it forms a functional product and also a memorable reminder of how little we appreciate the bland, brown cardboard box.

This product is a cardboard construction which opens and constructs into itself, creating the shelf or chair or whatever it says it is on the box. Design/ Idea\* is a Tim Brown's self-initiated final year student project, commenting on the value of waste packaging and the perception of contents. Each box claims to contain a product, but instead can be deconstructed and reconstructed inside out to become its intended contents. After construction it forms a functional product and also a memorable reminder of how little we appreciate the bland, brown cardboard box.

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Reference: <http://www.yankodesign.com/2008/09/29/for-the-cardboard-lover/>

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## Credits:

**Country:** United States of America

**Year:** 2008

**Designer:** Tim Fraser Brown

Other images:

