# **IDEA\***



#### 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-init iated 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.

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

### Credits:

**Country:** United States of America **Year:** 2008

Designer: Tim Fraser Brown

## Other images:





