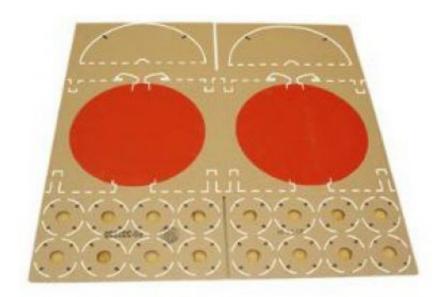
BOX-TABLE



Properties list:

reusability
end-user packaging
single product
concept
unusual structural association
cardboard and paper
folding carton
other non-food products
die cut
identity by shape
identity by colour

Designer Ian Gonsher offers a refreshing proposal for repurposing cardboard packaging with his origami-like Box-Table. A concept for encouraging the reuse of cardboard boxes, the Box Table is assembled from a pre-printed box with only a few simple cuts and folds. Gonsher writes: By creating an incentive for reusability, there are obvious ecological be nefits as well as greater product desirability with little extra cost . Sweet and simple, st raightforward and playful, this table does not house any goods; it is the goods. Box sheds a curious light on the use of cardboard and is definitely easy to carry on the way home from the store.

Reference: http://www.gonsherdesign.com

Credits:

Country: United States of America

Year: 2006

Designer: Ian Gonsher

Other images:



