PRINCESS AND RED CARPET



Properties list:

concept
cosmetics, beauty and toiletries
identity by abstract shapes
identity by textures and patterns
other shapes
romantic
playful
fantastic, fairy
contemporary
cardboard and paper
unusual structural association
unusual visual association
identity by shape
range of products
end-user packaging

The PIDA Germany 2013 seminar is held on April 11 at Hochschule für Medien in Stuttgart. The competing universities are Beuth, Berlin and Hdm, Stuttgart. This packaging is projected by packaging technology students from the Beuth University of Applied Sciences in Berlin. The "Best Level of Innovation" prize was awarded for their "Princess & Red Carpet" design - a perfume package in a playful fairy tale design for young girls.

Reference:

Credits:

Country: Germany

Year: 2012

School: Beuth University of Applied Sciences

Students: Julien Göthling, Anja Rolfes and Lia Rebettge

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