PROJECT 7

Properties list:
end-user packaging
packaging as a new medium
range of products
extra-use of packaging
new product
water
folding carton
bottle
blister-pack
contemporary
cardboard and paper
plastics
identity by typography
identity by illustration
identity by system of colour

New packaging for series of products designed and sent in by our friends at 29 Agency for Project 7.

From Project 7 website: "Project 7 was developed on a cold fall night 2 years ago when the thought of the 7 deadly sins came up. I began to do some research on the history and origin and had a simple thought. What if man in his selfishness instead of focusing on abstaining from the 7 sins worked to help those that were a consequence of one of these 7? What if the ?glutton? in this example which I fall into regularly stopped focusing on myself and started focu sing on helping those that were starving. So take that concept and spread it over what we call the 7 most critical areas of need in the world, hence the name Project 7. So then the vision started playing itself out and I needed something to help get this initiative out there. So having a consumer goods background and a heart to see real change come about this company was created. I believe like most of you, that if we spent more time helping others, we can in fact, ?Change the Score."

Reference: http://www.29agency.com/# , http://www.project7.com/

Credits:

Agency: 29 Agency

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