ASDA LUNCHBOXES



Properties list:

end-user packaging
range of products
new product
dispensing systems
folding carton
cardboard and paper
eco-friendly
unusual structural association
opaque
product accessibility
identity by shape

From Emma Smart website: "Considering structure, graphics and materials I created a set of three lunchboxes for ASDA, the brief asked for them to be seperate solutions, however still maintain a strong visual idenity throughtout the collection. The lunchboxes cover three distinctive ranges, healthy, satisying and childrens.
This project won a D&AD Yellow Pencil for Packaging Design (Silver) and appears in the 2006 Student Annua"

Reference: http://www.smartemma.co.uk/

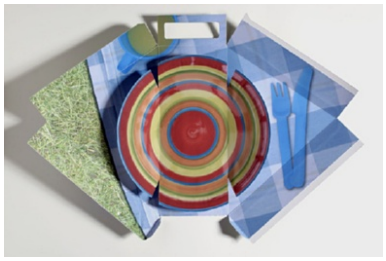
Credits:

Country: UK

Designer: Emma Smart

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