DORITOS

Properties list:

end-user packaging
product accessibility
single product
concept
snacks
folding carton
cardboard and paper
identity by shape

This project was based on one of the YCN briefs where they asked from designers to create a totally new packaging concept for Doritos chips. The shape and the texture of the product itself are at the base of this packaging concept. What?s good about the form of the package is its structure which can be reclosed. The package can be decorated with illustrations, which can replace the textured solid colours. It?s a collaborative project: designers can create their ow n illustrations (starting from a template prepared by the project?s author) and post the so lutions to the Facebook group of the project.

Reference: http://www.petarpavlov.com

Credits:

Country: Macedonia
Year: 2009

Designer: Petar Pavlov

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