DJ STOUTâ€™S CIGARETTES



Properties list:

concept
tobacco and cigarettes
folding carton
metals
cardboard and paper
transgressive
ironic
unusual visual association
identity by typography
identity by illustration
identity by colour
extra-use of packaging
range of products
end-user packaging
adults
packaging as a new medium
information about content

DJ Stout, a partner at Pentagram, created a concept for cigarette packaging, according to the new tobacco regulations in the U.S.A. He suggests that to comply with the crackdown, tobacco companies should embrace the restrictions and make cigarettes look truly dangerous, transforming the whole cigarette pack into a three dimensional warning label.

Reference:

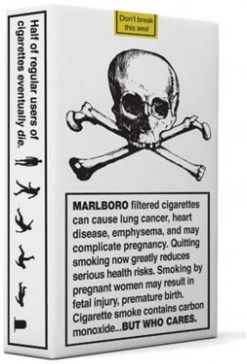
Credits:

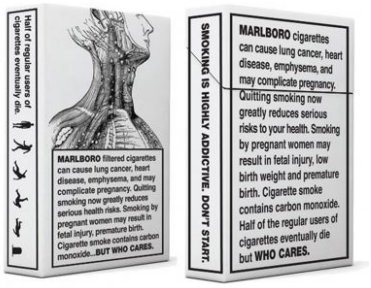
Country: United States of America
Year: 2009
Agency: Pentagram

Designer: DJ Stout

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