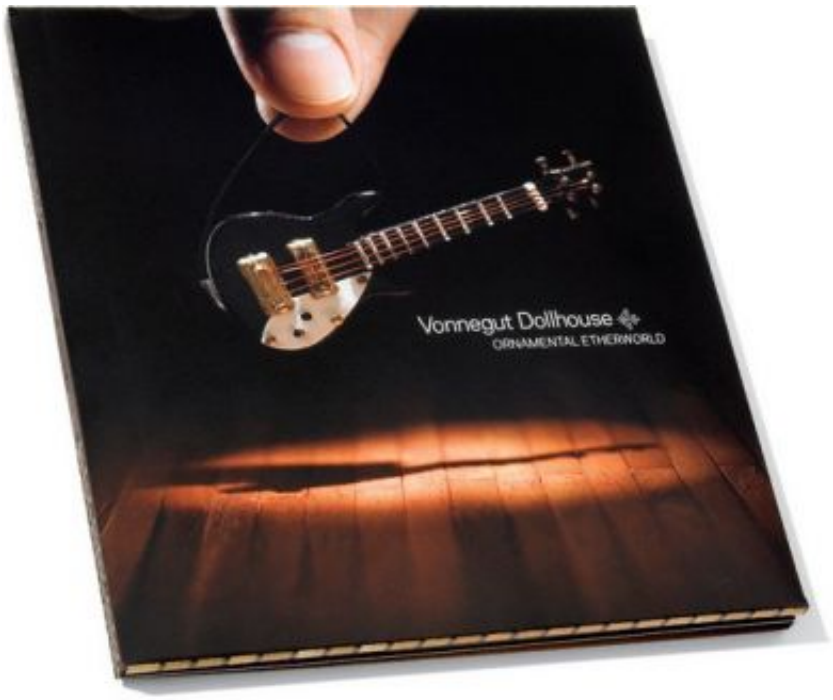
VONNEGUT DOLLHOUSE ORNAMENTAL ETHERWORLD



Properties list:

toy packaging
end-user packaging
single product
new product
folding carton
disc-case
books, movies and music
cardboard and paper
playful
illustrated character
identity by illustration
photo to evoke

From the obscure Vancouver indie band Vonnegut Dollhouse, comes an impressively crafted packaging piece. The cover design stands on its own too and plays along nicely with the overall concept. Designed by Jeff Harrison of Rethink Communications in close collaboration with the band, the cd unfolds to reveal a dollhouse complete with detailed interiors (that were made in miniature and photographed), a fold in roof, the cd as the feature shag carpet rug and popup characters of the band you can snap off and place inside.

Reference: http://rethinkcommunications.com

Credits:

Country: Canada
Year: 2007
Agency: Rethink Communications
User: Vonnegut Dollhouse

Designer: Jeff Harrison

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