IDEA*

Properties list:

range of products
extra-use of packaging
concept
office and stationery
folding carton
cardboard and paper
eco-friendly
identity by shape
instruction through pictograms
photo to evoke
end-user packaging
adults
packaging as a new medium
information about packaging

Idea* is a concept project, commenting on the value of waste packaging and the perception of contents. Each box claims to contain a product, but instead can be deconstructed and reconstructed inside out to become its intended contents. After construction it forms a functional product and also a memorable reminder of how little we appreciate the bland, brown cardboard box.

This product is a cardboard construction which opens and constructs into itself, creating the shelf or chair or whatever it says it is on the box. Design/ ?Idea* is a Tim Brown?s self-init iated final year student project, commenting on the value of waste packaging and the perception of contents. Each box claims to contain a product, but instead can be deconstructed and reconstructed inside out to become its intended contents. After construction it forms a functional product and also a memorable reminder of how little we appreciate the bland, brown cardboard box.

Reference: http://www.yankodesign.com/2008/09/29/for-the-cardboard-lover/

Credits:

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