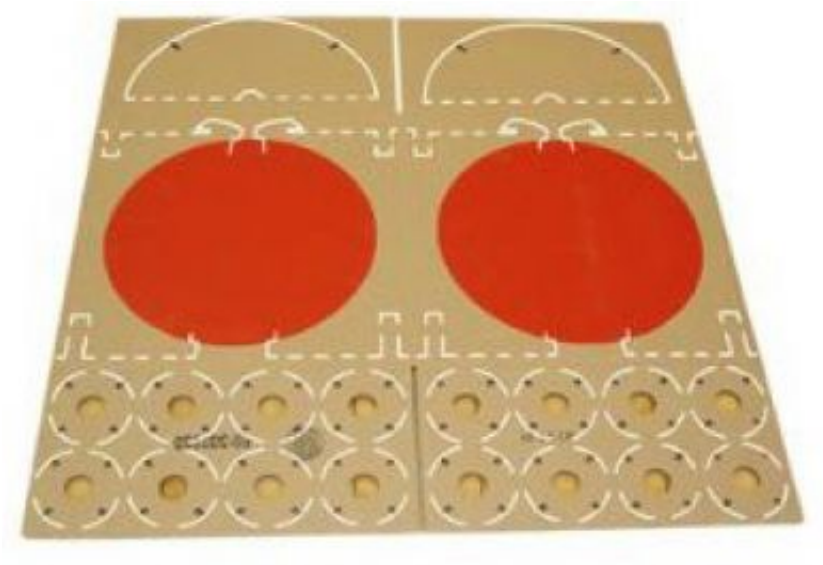
BOX-TABLE



Properties list:

reusability
end-user packaging
single product
concept
unusual structural association
cardboard and paper
folding carton
other non-food products
die cut
identity by shape
identity by colour

Designer Ian Gonsher offers a refreshing proposal for repurposing cardboard packaging with his origami-like Box-Table. A concept for encouraging the reuse of cardboard boxes, the Box Table is assembled from a pre-printed box with only a few simple cuts and folds. Gonsher writes: ?By creating an incentive for reusability, there are obvious ecological be nefits as well as greater product desirability with little extra cost?. Sweet and simple, st raightforward and playful, this table does not house any goods; it is the goods. Box sheds a curious light on the use of cardboard and is definitely easy to carry on the way home from the store.

Reference: http://www.gonsherdesign.com

Credits:

Country: United States of America
Year: 2006

Designer: Ian Gonsher

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