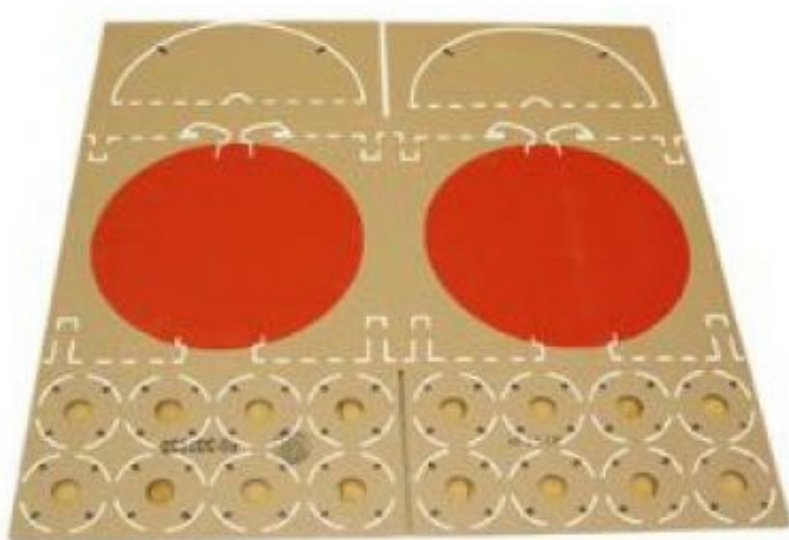


BOX-TABLE



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 benefits as well as greater product desirability with little extra cost". Sweet and simple, straightforward 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

Other images:

