DUREX

Properties list:
end-user packaging
single product
update
folding carton
cardboard and paper
contemporary
labels and sleeves
die cut

A new angle for Durex Philip Skinner was winner of FutureBrand's Future Talent Awards 2007, where designers were challenged to re-address the traditional male and female categories of brand and product positioning. He has since workd on packaging for Monopoly and ready meals, and designed work for charities and museums. He explains, "The idea behind the brief was that women should be able to buy and carry a condom without fear of being judged, but the packaging shouldn't disguise the fact that it is a condom because this merely conforms to the notion that women should feel embarrassed about carrying them. Instead it should acknowledge that women are just as sexually as men."

Reference: N.109 Arts Project Packaging Design - april 2008

Credits:

Designer:
Philip
Skinner

Awards:
winner
at
FutureBrand's
Future
Talent
Awards
2007

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