PLAIN CIGARETTE PACKAGING

Properties list:

packaging as a new medium
adults
end-user packaging
single product
extra-use of packaging
concept
tobacco and cigarettes
folding carton
cardboard and paper
contemporary
identity by shape
photo to evoke
photo to describe

The main aim was to change the structure of the pack making it less ergonomic. The pack was developed to be difficult to use and carry. For the warning imagery focusing on aspects which would appeal to the users vanity.

Reference: http://www.jennifernoon.co.uk/cigarettes_1.html

Credits:

Country: UK

Designer: J. Noon and S. Shaw

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