VH1 50 GREATEST HIP HOP ARTISTS

Properties list:
end-user packaging
range of products
new product
books, movies and music
folding carton
cardboard and paper
contemporary
unusual visual association
identity by shape
opaque
identity by photo
identity by illustration

From Julie Ruiz's portfolio: "Cd packaging for VH1 50 greatest hip hop artists Cardboard box houses 10 cds for promotion of the show... outside has an illustration of a boom box... when folded open it becomes a step by step break dancing mat. Copy was written by Fever 1, a member of the legendary Rock Steady Crew. Received a Gold Creativity Mag Award and was featured in the AIGA , Communication Arts and PRINT Design annuals."

Reference: http://www.behance.net/Gallery/cd-packaging-for-vh1-50-greatest-hip-hop-artists/64791

Credits:

Awards:
Gold
Creativity
Mag
Award

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