outside of the box

packaging design
intent of packaging
packaging design

design intent:
three years in the making, a new solution to the shoebox
two packaging components of any shoe sale—the bag and the box
reduces cardboard use by 65%. no laminated cardboard. no tissue paper
bag is made of recycled PET
yearly savings: 8,500 tons paper; 20 MJ of electricity; 264,000 gallons of fuel;
264 gallons of water; 275 tons of plastic
canson mi-tents drawing exercise

marker/pencil on Canson (10 min)
out of the box
packaging exercise

new egg: a new brand of premium, high-end, “organic” eggs
design a novel package: 6 pack

protect egg as well or better than existing packages
stackable

each team submits a package model at the end of class

notes:
you may use any material, including ones not in your starter kit
the model should be filled with eggs
please don’t break the eggs!