

NO MORE SEX CONDOMS

Properties list:

- end-user packaging
- packaging as a new medium
- single product
- extra-use of packaging
- ironic
- cardboard and paper
- folding carton
- labels and sleeves
- new product
- opaque
- identity by typography
- identity by shape
- identity by system of colour



From [Robert Daniel Nagy](http://www.robertnagy.dk) website: "The design was made as part of a danish design competition for young designers under 29. The brief was to create an appealing package for three condoms as a free give-away for a danish non-profit organisation, within a time limit of 24 hours. Each team was allowed to enter two proposals.

This is a handy package constructed so it opens from the right to the left, revealing a simple humoristic statement as each condom is taken out (and hopefully used!). The statement simply connects 'condoms' with 'having sex', and 'no more condoms' meaning 'no more sex'. The message should come across in eye level with the target group without being patronising or judgemental. Sex is fun, yet serious."

Reference: <http://www.robertnagy.dk/index.php?/projects/creative-circle-2/>

Credits:

Country: Denmark

Designer: Mads Jakob Poulsen and Robert Nagy

Other images:

