

ASDA LUNCHBOXES



Properties list:

- end-user packaging
- range of products
- new product
- dispensing systems
- folding carton
- cardboard and paper
- eco-friendly
- unusual structural association
- opaque
- product accessibility
- identity by shape

From Emma Smart website: "Considering structure, graphics and materials I created a set of three lunchboxes for ASDA, the brief asked for them to be separate solutions, however still maintain a strong visual identity throughout the collection. The lunchboxes cover three distinctive ranges, healthy, satisfying and childrens.

This project won a D&AD Yellow Pencil for Packaging Design (Silver) and appears in the 2006 Student Annua"

Reference: <http://www.smartemma.co.uk/>

Credits:

Country: UK

Designer: Emma
Smart

Other images:

