

JUICY SKIN



Properties list:

- limited edition packaging
- collector packaging
- end-user packaging
- tactile packaging
- information about content
- range of products
- new product
- juices
- brick
- ironic
- unusual visual association
- unusual structural association
- textured
- smooth
- identity by colour

Innovation from Naoto Fukasawa design work: a remarkable example of multisensoriality in packaging design in which materials and surface effects work together to communicate, through the senses, the content of the packaging.

Reference: <http://blog.luismaram.com/2008/04/28/innovacion-en-diseno-de-empaques-caso-naoto-fukasawa/>

Credits:

Country: Japan

Designer: Naoto Fukasawa

Other images:

