

DREAM BALL



Properties list:

- other non-food products
- toy packaging
- reusability
- end-user packaging
- packaging as a new medium
- kids
- single product
- extra-use of packaging
- new product
- tube
- cardboard and paper
- identity by pictograms
- identity by colour

If children take off the paper from an aid box by following the patterns on it, and assemble those parts with the attached instructions, they can get a football. We can apply those patterns on any type of boxes - a square type, a cylinder type. Now, when children get a cylinder type aid box filled with supply, they can move it by rolling that box. Concerning the aspect of material, it's been taken under consideration the fact that children play football with bare foot. Because of this, Unplug Design chose a paper that can be recycled, and its thickness changes the intensity and elasticity of the Dream Ball.

Reference: <http://unplugdesign.com>

Credits:

Country: South Korea

Year: 2009

Agency: Unplug
Design

Other images:

