



Properties list:

tactile packaging
adults
end-user packaging
single product
concept
other non-food products
folding carton
contemporary
minimal
cardboard and paper
die cut
identity by shape

Diagonal shapes are often a risk in packaging design. This is an example where the whole box almost seems to be falling, yet the center of gravity keeps it standing. This double box has the external structure made of black cardboard decorated with cuts that let the inner white structure show through, creating an elegant floral pattern.

Reference: <http://www.packlab.eu/?p=367>

Credits:

Country: Finland

Year: 2008

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Other images:

