



**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.

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

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**Credits:**

**Country:** Finland

**Year:** 2008

**School:** Lahti University of Applied Sciences, Institute of Design, PACKLAB (Lahti, Finland)

**Professor:** Ian Rooney

**Student:** Marika Luoto

Other images:

