

DORITOS



Properties list:

- end-user packaging
- product accessibility
- single product
- concept
- snacks
- folding carton
- cardboard and paper
- identity by shape

This project was based on one of the YCN briefs where they asked from designers to create a totally new packaging concept for Doritos chips. The shape and the texture of the product itself are at the base of this packaging concept. What's good about the form of the package is its structure which can be reclosed. The package can be decorated with illustrations, which can replace the textured solid colours. It's a collaborative project: designers can create their own illustrations (starting from a template prepared by the project's author) and post the solutions to the Facebook group of the project.

Reference: <http://www.petarpavlov.com>

Credits:

Country: Macedonia

Year: 2009

Designer: Petar Pavlov

Other images:

