

# ANTISMOKE PACK

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## Properties list:

identity by shape  
unusual structural association  
ironic  
transgressive  
cardboard and paper  
folding carton  
tobacco and cigarettes  
concept  
extra-use of packaging  
single product  
end-user packaging  
adults  
packaging as a new medium

This cigarette box speaks about the effect of smoking on the human organism, but at the same time it's something very different from what has been made before. To illustrate the deadly danger of smoking, the designer decided to shape the box as a coffin. In Romanian there is a saying that every cigarette is a nail in your coffin. Even if it lacks deeper information on this subject, the overall idea that smoking can kill comes out very clear.

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Reference: <http://www.behance.net/Reynolds>

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## Credits:

**Country:** Ukraine

**Year:** 2009

**Designer:** R.J. Reynolds

Other images:

