

ANTISMOKE PACK



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.

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

Credits:

Country: Ukraine

Year: 2009

Designer: R.J. Reynolds

Other images:

