

Properties list:

reusability
end-user packaging
single product
concept
plastics
flowergrowing and gardening
high-tech
contemporary
unusual structural association
metallic
identity by shape



PACKLAB Partners was awarded with the first prize at the Nordic Aluminium Package Design Award 2009. The novel floral packaging challenges packaging's role as a medium by exploring its interactive qualities and the consumer experience. 'Orchid' was an envisioning project to design a packaging experience that seeks new opportunities by adding value.

The plastic (PE-LD) coated aluminium foil allows for the flexibility of packaging to transform into a vase. It also presents the aesthetic qualities of the aluminium material, yet supporting its function. The innovative packaging and secondary functions are made possible through heat sealed edges that can be found at the bottom of the pack. These attributes are integral in allowing water to be held. The opening and closing of 'Orchid' is achieved through optional means such as resealable tape, semiadhesive latex or labelled stickers. This enables the pack to hold its form when closed to protect the flowers during transportation.

Reference: <http://www.packdesign.com/cases/orchid/>

Credits:

Country: Sweden

Year: 2009

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

Designer: Ian Rooney

Other images:

