

# THIS IS ORIGAMI

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## Properties list:

- toy packaging
- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- concept
- folding carton
- playful
- contemporary
- cardboard and paper
- identity by textures and patterns
- reusability

With the aim to help save the endangered animal Magdalena Czarnecki, in collaboration with WWF, created "This is Origami", a sustainable packaging design that can be reused and serve as a toy paper. After emptying the paper bags, it has all the step-by-step folding instruction in order for you to come in a certain toy stated in the cover, which are in the form of an animal.

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

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## Credits:

**Country:** Sweden

**Year:** 2008

**Designer:** Magdalena Czarnecki

Other images:

