

THIS IS ORIGAMI



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.

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

Credits:

Country: Sweden

Year: 2008

Designer: Magdalena Czarnecki

Other images:

