

LIGHT BULB PACKAGING BY OLIVIA CHEUNG



Properties list:

reusability
women
end-user packaging
single product
concept
electronics
cardboard and paper
other shapes
ironic
unusual structural association
die cut
identity by shape
identity by colour

Light Bulb Packaging is a light designed by University of Brighton graduate Olivia Cheung that attempts to avoid waste by converting packaging into product. An intricate, laser-cut paper box transforms from protective shell to beautiful lamp in a few quick bends and folds leaving nothing to throw away, and nothing for you to do but bask in its warm glowing warming glow. Just be sure to pop a compact fluorescent bulb in there before lighting up.

Size approximately: (When Light Bulb Packaging is open) (H)200, (W)200, (D)200mm

Production: 2 colour screen print onto vellum paper which is then laser cut.

Target audience: 18 to 40 years, females, students, young professionals.

Reference:

Credits:

Country: United Kingdom

Year: 2007

Designer: Olivia Cheung

Other images:

