

# 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:

