



**Properties list:**

end-user packaging  
single product  
update  
folding carton  
cardboard and paper  
contemporary  
labels and sleeves  
die cut

A new angle for Durex Philip Skinner was winner of FutureBrand's Future Talent Awards 2007, where designers were challenged to re-address the traditional male and female categories of brand and product positioning. He has since worked on packaging for Monopoly and ready meals, and designed work for charities and museums. He explains, "The idea behind the brief was that women should be able to buy and carry a condom without fear of being judged, but the packaging shouldn't disguise the fact that it is a condom because this merely conforms to the notion that women should feel embarrassed about carrying them. Instead it should acknowledge that women are just as sexually as men."

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**Reference:** [N.109 Arts Project Packaging Design - april 2008](#)

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**Credits:**

**Designer:**

Philip  
Skinner

**Awards:**

winner  
at  
FutureBrand's  
Future  
Talent  
Awards  
2007

Other images:

