

YO-PLAY BLOX

Properties list:

reusability
toy packaging
kids
end-user packaging
extra-use of packaging
concept
dairy, eggs and cheese
cup
plastics
identity by modular structure



Aesthetically quite similar to usual yogurt cups that you find in the supermarket, but they are octagonal and have a 'strange' hole cut pattern on top: after having consumed the contents, the empty pots fit together in different ways to create various 3D shapes and figures.

Reference:

Credits:

Country: Italy

Year: 2007

Agency: deGast design

Other images:

