

TOGO BURGER



Properties list:
end-user packaging
single product
concept
other food
other shapes
cardboard and paper
minimal
contemporary
identity by shape
identity by colour
carrying system

Aptly named "Togo Burger", the packaging allows the consumer to transport a burger, fries and drink comfortably in one hand. Designer Seulbi Kim at the Rhode Island School of Design, United States, said as a result of people leading busy lives, eating habits have changed to favour more take-away foods.

"This package is designed to provide a more convenient way of take-out for fast food industry as well as its customers by designing handy carrier for take-out burger meal consisted of a burger, french-fries, and soda."

The carrier will halve the volume of existing packages due to Kim's simplified design.

Only a hook, a sleeve and a hole is all that are required to keep the French fries, burger and soda drink respectively in place. This means material use is minimized while also making it easy to carry.

Kim describes her design as compact, practical and convenient, while also allowing more freedom for your other hand.

Along with the internal mechanisms that keep the contents in place, the packaging features handles that double up as both a carrier and a locking device to keep everything safe.

Beside the soda drink, there is also a hole for the straw to go in.

Reference:

Credits:

Country: USA

Year: 2013

School: Rhode Island School of Design

Student: Seulbi Kim

Other images:

