

PRINCESS AND RED CARPET



Properties list:

- concept
- cosmetics, beauty and toiletries
- identity by abstract shapes
- identity by textures and patterns
- other shapes
- romantic
- playful
- fantastic, fairy
- contemporary
- cardboard and paper
- unusual structural association
- unusual visual association
- identity by shape
- range of products
- end-user packaging

The PIDA Germany 2013 seminar is held on April 11 at Hochschule für Medien in Stuttgart. The competing universities are Beuth, Berlin and Hdm, Stuttgart. This packaging is projected by packaging technology students from the Beuth University of Applied Sciences in Berlin. The "Best Level of Innovation" prize was awarded for their "Princess & Red Carpet" design - a perfume package in a playful fairy tale design for young girls.

Reference:

Credits:

Country: Germany

Year: 2012

School: Beuth University of Applied Sciences

Students: Julien Göthling, Anja Rolfes and Lia Rebettge

Other images: