

# VH1 50 GREATEST HIP HOP ARTISTS

---



## Properties list:

- end-user packaging
- range of products
- new product
- books, movies and music
- folding carton
- cardboard and paper
- contemporary
- unusual visual association
- identity by shape
- opaque
- identity by photo
- identity by illustration

From Julie Ruiz's portfolio: "Cd packaging for VH1 50 greatest hip hop artists Cardboard box houses 10 cds for promotion of the show... outside has an illustration of a boom box... when folded open it becomes a step by step break dancing mat. Copy was written by Fever 1, a member of the legendary Rock Steady Crew. Received a Gold Creativity Mag Award and was featured in the AIGA , Communication Arts and PRINT Design annuals."

---

Reference: <http://www.behance.net/Gallery/cd-packaging-for-vh1-50-greatest-hip-hop-artists/64791>

---

## Credits:

### Awards:

- Gold
- Creativity
- Mag
- Award

Other images:

