



ORGANIC PACKAGING DESIGN

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Harmony of form and function is ingenious. Surrounding organisms – be it microscopic or giant creatures – evolve in the environment. They are described by continuous adaptation, absolute functionalism and design for survival and reproduction. Rapid developments in science and new technologies empower us with a better knowledge of the micro and macro environment, comprehension of its regularities, principles of operation and structure. Thus, most diverse designs surround us and are manifested in packaging.

However, apart from the formal diversity it is essential that materials and technologies should have as little impact on the environment as possible. Packaging trends show that in recent years; green material usage and research has increased greatly as well. One of the reasons is the compliance needs for EU directives and national legislation. Another reason is the change in approach, which takes packaging as an integral part of the product, thus from the beginning of the design process the whole life cycle of a product or service is taken into consideration, including recycling and biodegradation.

My Diploma is connected to this topic, where I designed the form and ergonomics of a bio baby care product family. I was looking for a solution that reflects the "Bio-Eco" characteristics in its material and form and suits well to the baby's environment. Since the beginning of the design process, I have considered the close bond with nature, the emotional, psychological and human factors, which play an important role in the parent-child relationship and upon these characteristics targeted customers make their decision to purchase the product.

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