

The fifth edition of Korsnäs' annual Packaging Impact Design Award (PIDA) entered its final phase with a customer event and awards ceremony on a rainy May day in Frövi, Sweden. Just one week later it was time for PIDA France in Reims, and PIDA Germany will round out the season in November. This year's challenge is based on the insight that consumers make most purchasing decisions in the shop, and that is where they can be influenced. We entitled it Pack & Display and asked design students from various colleges and universities to create both a pack and a display for an imaginary chocolate or cosmetic brand.

Simplify, Surprise, Synergise

This year's keynote speaker was Lars Wallentin, a well-known packaging-world personality and an entertainer with a crystal-clear message: simplify, surprise and synergise. If you want to be noticed, you have to stand out from the crowd. With his red clown nose, Lars clearly isn't afraid to do just that. Also contributing to the event were designers Sandra Planeta of Planeta Design and Bengt Bussler of Idéhuset along with Bo Wallteg of packnyheter.se and nord emballage, who took part in a panel debate on Intelligent Packaging. An audience of some 130 people, including customers, brand owners, designers, design students, reporters and Korsnäs employees, made their preferences known with mentometer buttons.

Emphasis on interplay

Before the award ceremony, the students impressed the jury and the audience alike when they presented their work and explained their ideas. Among the students were both some very promising designers and some significant theatrical talents. This year, the jury emphasised the interplay of pack and display, looking at how the display presents the packaging through its use of design, colour and contrasts. Other judges' criteria included packaging impact, material and segment. The entry that garnered the most attention received only an honourable mention since the students had packed the wrong product, while some of the entries failed to use the prescribed material throughout.

Together the competition entries make up a first-class exhibition displaying the creativity and diversity of tomorrow's designers. Plans are under way to show the entries at other external events, too.

Second prize:

Brilliant – Perfume in a tree

The jury wrote: A display that communicates beauty and exclusivity. The pack has an interesting shape – not innovative, yet it breathes exclusivity and femininity. Could be die-cut but assembly is complicated. Inspires curiosity and desire to purchase.

/Malin Östlund Norell, Linda Stolpe and Maja Kjellberg – Broby Grafiska

Third prize:
Sunset – Chocolate

The jury wrote: Superb display with black and gold effects and a nice combination of matt and glossy. Attractive pack that doubles as a display. This packaging follows the trend of using windows to attract consumers.

/Petra Josefsson – Broby Grafiska

Honourable mention:
Adamas/Black Diamond – Perfume for men

The jury wrote: The most professional, thoughtfully conceived documentation the jury has seen in many years. It includes everything: printing, production, moodboard, ergonomics, material choices, etc. Unfortunately assembling the packaging requires much manual effort.

/Martin Lindbratt, Niklas Beinhoff and Pontus Sjöström - Nackademin

Honourable mention:
Amiable – Lipstick packaging with magnetic display

The jury wrote: A simple, powerful packaging solution that communicates with humour. Will undoubtedly appeal to younger girls. A good idea with high in-store impact.

/Susanne Solberg – Mälardalens Högskola

Honourable mention:
Björn Bork – Mailbox and envelopes for underwear

The jury wrote: A very unusual and amusing concept. You couldn't miss this packaging in a clothing shop. Excellent documentation.

/Josephine Sörensen and Andréas Jonsson – Mälardalens Högskola.

Another entry that received much attention:
Chokladica – Chocolate beverage for adults

The jury wrote: A creative yet simple, modern design. The product emphasises the drink as an adult

concept. “Chokladica” suggests chocolate you can drink.

/Erica Meleno, Julia Losciale Hedlund, Kelly Brofall Hagström, Martina Carlsson - Nackademin

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The winning team

First prize: Mr & Mrs

Mr & Mrs – Eyeliner pens with toilet mirror display

The jury wrote: A high-impact pack. Eye-catching because of the way it displays the product. A combination transport pack and display. This design handled the pack and display challenge elegantly. No technical difficulties are involved in producing the packaging. It is both up to date and emotional. The presentation is a bit pale and might have benefited from a little more colour. A worthy winner that meets the requirements of the brief.

Hannes Pettersson, Stephanie Yrell and Carina Augustsson – Broby Grafiska

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