

Brief B

INSTANT FESTIVAL POLYTHENE PACK

Sponsored by BPI (British Polythene Industries)

BACKGROUND

BPI has evolved into one of the most responsive and dynamic polythene film businesses in the world and is keen to see new ideas from students in the design and innovative use of polythene for the popular festival event market.

Despite the UK weather, Festivals have become more and more popular with people from all age groups traveling from both Europe and areas within the UK to attend these popular events.

RESUME OF THE BRIEF

Your brief is to design a sturdy pack to hold those essential items required for the 'Festival Experience'. The pack must be light weight and waterproof and be made out of 75% polythene. The pack should contain useful items e.g. the simple plastic mac, a ground sheet for when the grass is damp or wet, covers to keep your trainers or shoes dry, disposable wellies and other non-polythene items can be included like a toothbrush. You may choose the contents that you believe would be appropriate for making sure the 'Festival Experience' is enhanced. The pack should hold no more than 5 items and the outer pack itself could form a useful product in itself, giving a secondary use to a primary pack.

Your final design should incorporate some form of surface colour, pattern and or graphics and branding that you believe would be appropriate for the market.

PRIZE

THE BPI AWARD is £300 for the most innovative use of plastics in packaging, or the most innovative design for a plastics pack.



Gold and BPI Sponsored Award Winner
Holly Stevens

UCY

“Very thorough research and good boards representing the concept well.
The back pack works well and is well considered for the target market.
A very good mock up too”

Judges comments

“Very well researched, Commercially viable, excellent presentation with a
cleverly manufactured entry which closely met all aspects of the brief”

Michael Baxter, British Polythene Industries (BPI)





“A great diverse use of plastic in a humorous but practical way. Demonstrating a variety of uses on products i.e. mac, bag, wellies, game and ground mat all in one”

Tony Hackforth, Chair of Judging Panel on behalf of Logoplaste

“We did have good fun trying out all the contents and playing the game!
The bag is a little complicated but works well. It would have been good to see more development/ideas on the boards”

Sponsors Comments



Silver and Logoplaste Award Winner
Hazel Snell

Dunstable College

Bronze and Commended

1. Bronze - Catherine Robinson, Aston University
2. Commended - Lauren Parsons, UCY

