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Outside the Box: Cardboard Design Now

By -

Black Dog Publishing London UK, United Kingdom, 2010. Paperback. Book Condition: New. 211 x 208 mm. Language: English . Brand New Book. Outside the Box: Cardboard Design Now reconfigures the conception of a generic industrial material into one of myriad artistic, creative, and practical purposes and potential, revealing just how far it is possible to push the medium by the way of contemporary design. Like paper, cardboard is often overlooked as a medium with predominantly practical uses. The versatility of the material makes it almost unavoidably ubiquitous, but not necessarily inspiring. At closer viewing, this is changing and progressing to an altered, contemporary attitude to the possibilities of cardboard's uses in contemporary design. From minimalist packaging, children's toys and decoration to furniture and even small and large-scale interior architecture, cardboard is now being embraced by designers around the globe as a medium with huge potential. Examples of these designs with cardboard include; a cardboard wendy-house, designed by Peter Henke at Dutch firm Kidsonroof; pop-out toys and decorations created by A4A; interior design companies who re-articulated card-based storage as elegant, minimal additions to household product design and the internationally renowned, minimalist Japanese retailer Muji which has created products such...



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