

## Outside the box: Designing good packaging

Special Design Show by bayern design at FACHPACK 2024

- bayern design to host a Special Design Show during the international FACHPACK trade fair in Nuremberg from September 24 to 26, 2024
- Title and theme: Outside the box: Designing good packaging
- Sustainability meets aesthetic appeal – excellent packaging design and its development

Nuremberg, Germany. FACHPACK, the European trade fair for packaging, technology, and processes, will take place from September 24 to 26, 2024. On this occasion, bayern design will host a Special Design Show about the development of pioneering packaging design. The exhibition was devised in cooperation with NürnbergMesse. From a concept to store shelves – bayern design will showcase the path of designing good packaging. The requirements are complex: Good packaging must be suitable for circularity, present the product in an attractive manner, and stimulate identification of target groups with the brand. Producers do not have to walk this path alone: Designers are familiar with tackling the challenges of digitization, e-commerce, and recycling. The Special Design Show will exhibit outstanding innovative packaging designs and explain how they were developed, with special focus on the design process. *Outside the box* will be all about packaging made by regional and international designers and companies including Munich-based designers Christian Zanzotti and Dominique Béolet, and industrial designer Oliver Williams of Erlangen (Hall 4, stand 344).

## Designing good packaging

Most types of packaging that meet these demands innovatively have undergone a comprehensive design process. Ideally, this process involves alternating open stages of in-depth research and brainstorming and defining stages in which findings are sorted and drafts are fleshed out. Thus, good packaging is the result of analytic and structured workflows conducted in an interdisciplinary manner by designers and their clients. The Special Design Show will illustrate this multi-tiered approach for products such as electric appliances, home textiles, cosmetics, food, and cleaning products. The exhibits are proof of the advantages of taking professional designers on board from the onset.

## Select highlights

Papier mâché as an alternative to plastic foil: For the fitted sheets of the schlafgut brand, designer Christian Zanzotti partnered with Studio Abc&D to develop innovative packaging made of 100% recycled paper that is as sustainable as it is enticing. In 2023, their packaging received the European Design Award. With the goal of adapting this multi-use system to the cosmetics industry, product designer Dominique Béolet developed the reusable nkm cosmetics bottles for Naturkosmetik München GmbH. In addition to unique tactile properties, the bottles feature a novel design that makes it easy to clean

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and reuse each element. The alliance between Atelier Béolet of Munich and the cosmetics company proves that sound solutions and suitable partners can be found close by, within regional networks.

Industrial designer Oliver Williams of Erlangen set out to eliminate disposable plastic products from supermarkets and has authored the INTO refill containers, which facilitate shopping at packaging-free shops. Williams uses textile bags that have a smaller ecological footprint, are lighter, and offer greater ease of transportation than conventional refill packs made of glass or plastic.

Nunc is planning to put its high-end portafilter coffee machines soon on store shelves in sustainable boxes created by design agencies Melichar Bros. and brand.pack of Hamburg. Their packaging protects the exquisite machines and turns unboxing into a memorable experience. Visitors of bayern design's Special Design Show will have the opportunity to see the machines and the packaging before the official launch.

På(fyll) originates in Scandinavia. The multi-use system for household products such as detergent or soap makes disposable plastic obsolete. The small containers developed by Form Us With Love agency of Sweden can be refilled again and again. The household products can be ordered online, the containers are picked up from the customers' homes and then refilled. Testing service provider TÜV Rheinland is on board, providing support for the certification of packaging.

## Exhibits

- tornerò. The reusable pizza box
- Fold up Pick up
- Nunc
- schlafgut – quality sleeping essentials
- nkm reusable bottles
- INTO. The new shopping experience for refill packs
- På(fyll)
- Vegeta&Spirulina

The Special Design Show *Outside the box* will be located in Hall 4, stand 4-344.

## About bayern design

bayern design provides a focal point for knowledge sharing and alliances about design in Bavaria. Its projects are dedicated to highlighting the importance of the key role design plays in the management of economic, societal, and sustainable transformation. bayern design GmbH is sponsored by the Bavarian State Ministry of Economic Affairs, Regional Development and Energy and is the organizer of munich creative business week (mcbw), the largest event of its kind in

Germany, which will take place from May 10 to 18, 2025. The supporting association, bayern design forum e.V., is made up of design-oriented companies, agencies, freelancers across design disciplines, architectural firms, trade chambers, universities, and associations. For more information, visit us online at [www.bayern-design.de](http://www.bayern-design.de) and [www.mcbw.de](http://www.mcbw.de).