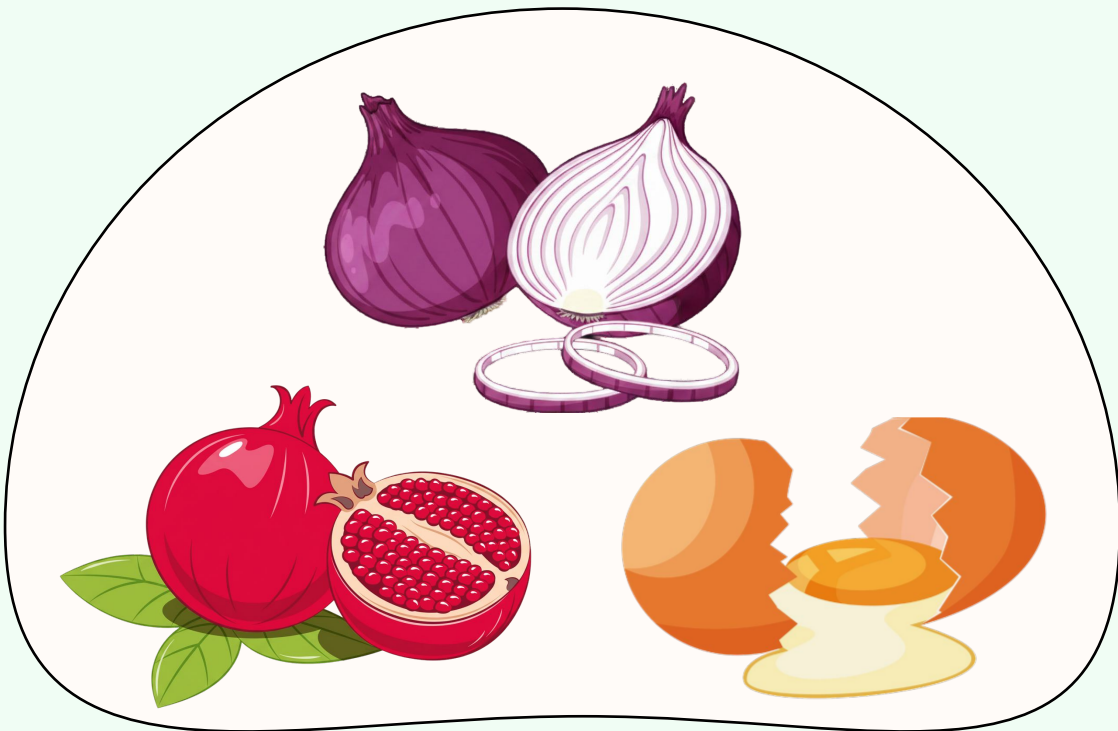




Nature Inspired Packaging Design

Observation

Look at the examples of ways in which we find things packed in nature, for example fruits and vegetables. All of them are unique in terms of **shape, colour and texture** **ways of opening, cutting and arrangement of what's inside, and at times indicate condition of the internal part (raw or ripe)**. Take a few fruits/ vegetables and analyse their natural packaging and discuss their advantages and disadvantages.



Design

Pick any fruit or vegetable from nature that inspires you to study its method of packaging and then design a new packaging for any edible/ non edible product of your liking. For example: Chocolates, Juice, Biscuits, Tissue paper, etc.

The design should apply the packaging technique of the natural object that you had studied previously.



Nature Inspired Packaging Design

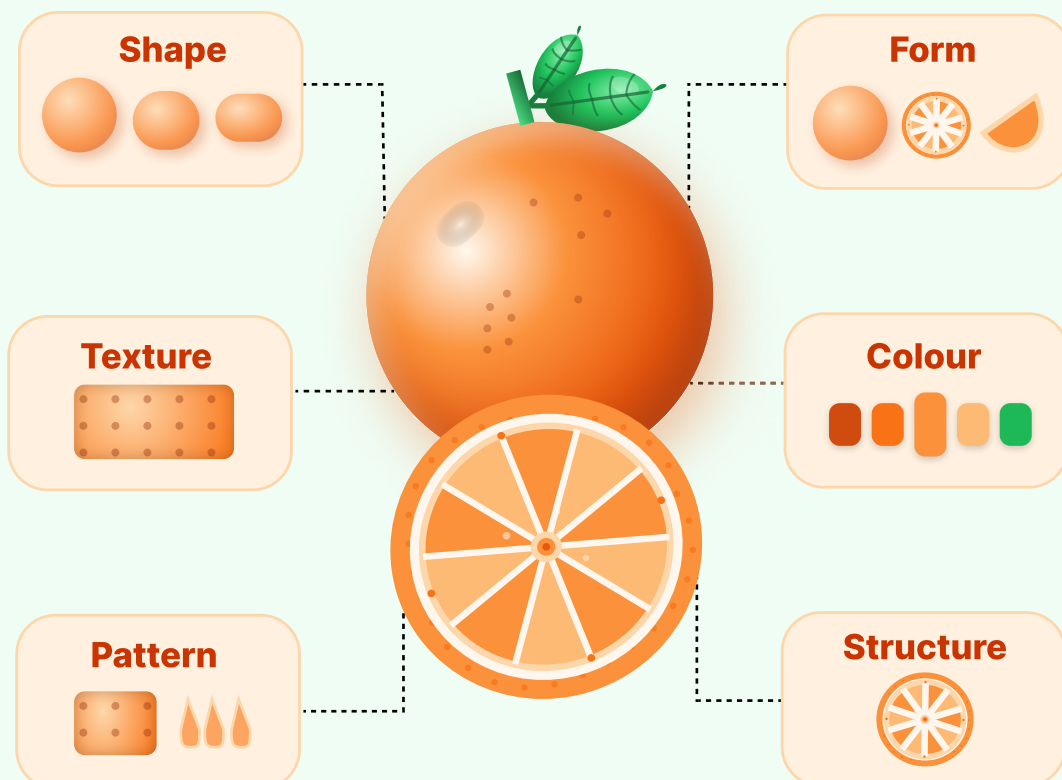
What is the purpose of packaging?

Have you ever wondered how nature packages its products? Like the seeds of a pomegranate or peas, layers of an onion or easy to tear banana or an egg shell keeping a squishy liquid safe inside? Nature has packed items which are hard, soft, squishy, fragile, layered, pieces, etc. with a unique covering which keeps the interior secure and fresh. How do you draw inspiration from nature?

An Orange

Which features of an orange can serve as inspiration?

Observe and Note





Nature Inspired Packaging Design

Biomimetics is the "mimicking" of natural models, processes or systems for the purpose of solving human beings' everyday simple or complex problems. Biomimetics links biological sciences and design and is a growing area of design research (Soba et al., 2016). Nature can also be influential in the world of packaging design. Designers have often borrowed ideas from nature to design the look, feel, structure and form of packaging to make goods look aesthetically pleasing and keeping them secure and efficient for storage and transportation. Designing a nature inspired packaging allows a designer to imitate nature and use its unique properties to accomplish effective and attractive designs.

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