



STARPACK
STUDENTS

Student Starpack
Awards 2019

BRIEF D

STREET ART PLANNING KIT

Sponsored by The Metal Packaging Manufacturers Association

The Metal Packaging Manufacturers Association is the lead voice of the UK metal packaging industry with direct links into a European market employing 70,000 people across 200 companies producing more than 70 billion containers each year.

www.mpma.org.uk



Prize

£500 to the winning design plus the opportunity to spend a day at a manufacturing plant.

Runner up awards of £100 or £50 to be awarded at the judge's discretion.

Helpline

For guidance with the brief contact Debbie Clements

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Introduction

Street art is a form of artwork that is displayed in a community on its surrounding buildings, streets, and other publicly viewed surfaces. The work has moved from the beginnings of graffiti and vandalism to new modes where artists work to bring messages, or just simple beauty, to an audience. Street art has become more accepted by the general public, likely due to its artistic recognition and the high-profile status of Banksy and other artists. For example, Bristol city council are creating a network of walls where artists can create their pieces legally.

To plan and visualize a final design artists may use a planning kit.

The Brief

Design and develop an exciting and eye-catching tin for a planning kit for street art supplies and equipment. Students should create a fictitious brand targeting the young and arty sector. The kit should contain:

2 x aerosol cans – dimensions: diameter 52mm, height 105mm,
2 x paint cans – dimensions: diameter 57mm, volume either 100 or 125ml
Brushes, marker pens, stencils, cutter, sketch book

The graphic designs should marry across the metal components and the storage pack. Students should remember they are designing the outer pack, more than just putting some metal components in an outer pack of another material. The shelf size of the pack should be no larger than 22cm x 35cm x 14cm.

Points to consider

- Decorative possibilities of metal, ie. matt, gloss, metallic
- Shaping, embossing and debossing possibilities of metal
- Innovative and creative branding and design
- Shelf impact and consumer appeal, ie. use of perforations, windows
- Suitability of secondary pack as permanent storage container for equipment

Materials to be used

The paint tins and aerosols components must use tinplate or aluminium. The secondary storage pack must be made predominantly of tinplate. For the purposes of the model any appropriate materials may be used to represent metal.

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