



The Coca-Cola Company Sponsored Award Winner

Sunyoung Park

Central Saint Martin's College of Art and Design

Nice new packaging concepts combining functionality with simple and well designed graphics. Well done. Thanks.

Sponsor's Comments – Eric Kaddari, Packaging Innovator, The Coca-Cola Company

Also takes Gold & Dragon's Den Finalist

Fantastic concept, well presented. Very professional - love it! Great fun!

Judges' comments

Gold

Alexander Harris

Richmond College (Kingston University)

Excellent concept. Beautiful graphics. Fantastic shelf impact. Great for the target market. Fabulous!

Judges' comments



Gold

Vicky Pym

Somerset College of Arts and Technology

Well presented throughout. Excellent concept perhaps more suited to a more mature market.

Judges' Comments

Silver

Thomas Bender

Central Saint Martins College of Art and Design

Great fun - love the tongue-in-cheek!

Judges' Comments



Commended

Haruka Nakazawa

Nottingham Trent University

Nice aesthetics in terms of colour and pattern but the shape tends to get lost, such a shame as so much effort has been put into its development.

Judges' comments

Commended

Vicky Walsh

Glyndwr University (North Wales)
School of Art and Design

Strong shelf presence, simple modern design but needed more explanation for functionality.

Judges' comments

Commended

Ciarán Kavanagh

IT Carlow

Great brand graphics - pity the mock up doesn't have them on. Great concept though, chic, simple and suits the market, but not very convenient.

Judges' comments