



DiscPlay

The Design



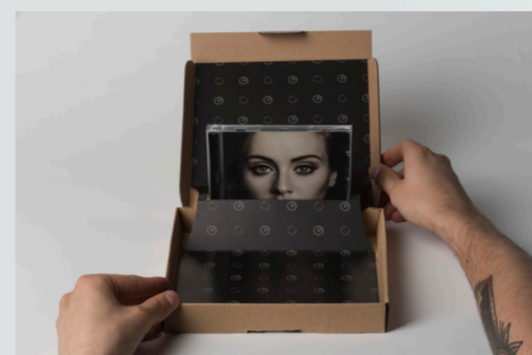
The **DiscPlay** was designed to be two things at the same time: a delivery package for CD's when closed and a display when opened.



From the outside it looks quite like a normal delivery package because of its authentic cardboard aesthetic.



But on the inside it reveals its beauty with a precious black and grey logo pattern that has a wrapping paper feel to it.



Therefore the **DiscPlay** can also be used as a gift package. No matter if it's a birthday, christmas or just a nice gesture.



Technically the **DiscPlay** consists of three parts:

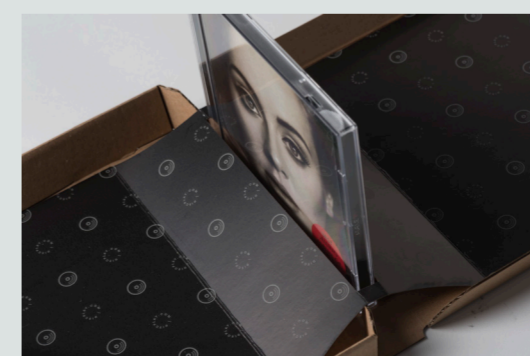
One is the outside box that is made from an F-corrugation and with doubled walls. This gives the package a very quality and stable



feel. The outside box can be stuck together without any glue. This is made possible by the doubled walls that are fixed by clips being attached to slots on the bottom of the package. The second part is the



insert that is made from a 350g cardboard and is glued to the inside of the box. The fact that its surface is not completely glued to the box and folded at certain parts makes it flexible.



This is how it rises and reveals the CD when it's opened by the shopper.



The third part is a little bar that is attached below the CD to make sure it doesn't slip away while opening.



Technology & Material

The Idea

Nowadays people's contact to music is mainly given through digital services like Spotify, YouTube, SoundCloud and other. People search the internet instead of going to a music store and buying a CD.

But there is still some magic to a physical sound carrier that can't be replaced by an audio file. All the well designed album artwork, the booklet, the lyrics inside of it and the overall feeling of taking out the CD and putting it into the cd-player.

So these days people buy CD's from the internet if there is an album or an artist they really admire.

DiscPlay.com wants to make this purchase a very special moment and wants to give the shopper the feeling of wanting to get a physical copy more often.

It should deliver the fact that a physical sound carrier can be a very quality thing to enjoy, collect and relate to.

Consumer Journey



»I really love that album!«



 **DiscPlay.com**



»I should buy a CD more often!«

