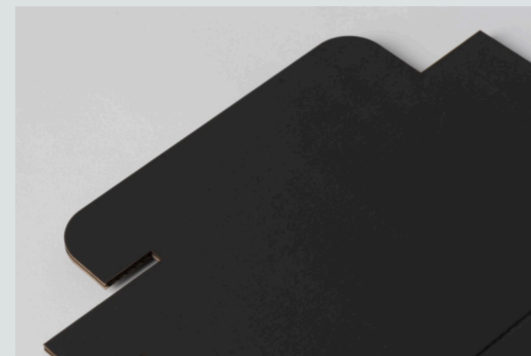
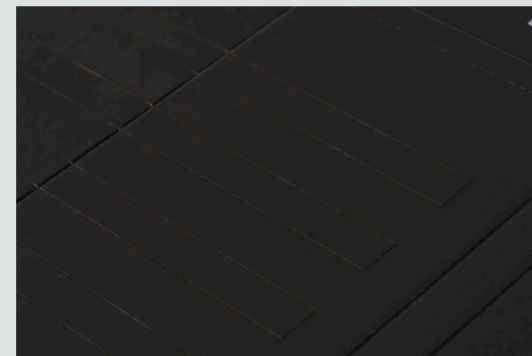




SoundCarrier

Technology & Material



Technically the **SoundCarrier** consists of two parts:

One is the slipcase that is made from a 350g cardboard and is open on one side. This way it really

just looks like a protective slipcase and not like an actual second package. The second part is the package itself. It is made from an EE-corrugation and has several perforations to make the cd-stand-transformation possible.

There are some features within this package that are technically important for the endproduct: The two front flaps can be stuck together to work as a pedestal when it is used as a single cd-stand.

Furhtermore the perforations on the side flaps create a wedge which can be used to secure the construction.

The perforations on the lower edge create little „teeth“ that can hold two of the cd-stands together.

The **SoundCarrier** was designed to be a delivery package for CD's with a second life as a cd-stand for your favourite albums. So the waste that results from online-shopping is reduced and the shopper is given an extra product to use for any length of time.

The slipcase around the actual packaging has kind of a wrapping paper appearance to make the shopper excited when the parcel arrives.

The actual packaging comes in a clean and precious black to fit any living room environment and match with the rest of the interior. To use it as a cd-stand there is an instruction printed on a flap that is torn off anyways. The discreet logo on the pedestal is an unobstrusive reminder to the brand itself.

If the shopper orders a CD via **SoundCarrier.com** again, the two or more packages can be plugged on each other to create kind of a „CD-tower“.



The Design

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.

SoundCarrier.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! «



 SoundCarrier.com



» I should buy a CD more often! «

