The Challenge: Design a creative and functional movie theater concept package and explain how it could be merchandised.

Each year, the Paperboard Packaging Alliance (PPA) challenges students at North America’s leading packaging design programs to show off their skill and innovation in meeting real-world customer needs and marketing scenarios. The winning teams and schools earn cash prizes, not to mention bragging rights.

For more information on the 2013 Student Design Challenge, please visit paperboardpackaging.org.

About the Paperboard Packaging Alliance

The PPA was established to provide an industry-level forum for the promotion of paperboard packaging. PPA is a proud supporter of packaging students and programs around the country, donating thousands of dollars in scholarships, and classroom resources each year.

PARTICIPATING SCHOOLS & TEAM MEMBERS


1ST PLACE
Woops
PRATT INSTITUTE
Designers: Elizabeth Taurisani, Jennifer Ip & Amy Shun Yeh
Advisor: Thomas Delaney

2ND PLACE
Twisters
PRATT INSTITUTE
Designers: Jessica Vande Werken, Maya Rosenfeld, Ramato Cerqueira & Marina Brant
Advisor: Thomas Delaney

3RD PLACE
Tootifruiti Chocolicious
FASHION INSTITUTE OF TECHNOLOGY
Designers: Anna Cheung, Shirley Dai, Samuel Laury, Daniela Maldonado & Carla Yuen
Advisor: Sandra Krasovec

ADDITIONAL ENTRIES
(See back panel for school and team member information.)