

## Exterior: Paint Can Design/Packaging

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This was a project for a Product and Packaging design class I took at Wester University. Students in the class were randomly assigned a designer to use as inspiration for branding and packaging house painting products. I was assigned the architect Zaha Hadid. Through the use of form, shape, space, and structure, I was able to create a new luxury paint can package.

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Design by Daniel Frumhoff

# Project Details

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This paint can design was inspired by the architecture of Zaha Hadid. Her buildings are distinctively neofuturistic and characterized by powerful and curving forms. She creates multiple perspectives with fragmented geometry to evoke a sense of chaos in modern life.

The concept of Exterior was to bring cityscapes into a home environment through painting. The aesthetic of the paint can reflects a futuristic rethinking of the visual landscape and functionality of urbanization. It uses simple geometric shapes to depict elegance and structure. The design was created in illustrator, modified in 3D software, and then cut with a 4-axis laser cutter. It has also been spray painted matte black.



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