Our team has considered the product Boxed Water is Better™ and it's potential for upcycling. After grappling with the question of functionality vs. aesthetics we eventually decided upon function as our goal.

When considering the kind of consumer Boxed Water calls out to we thought it natural to upcycle these products for use by art students. College students tend to be interested in saving money and art supplies are costly. These factors coupled with the rebellious nature of Boxed Water™ would ensure success as a means for the student to save money and make statement.

The form of the boxed water exemplifies the idea of a blank canvas and practically asks for colors to be applied with it's suggestively bold call to action.

A number of us decided to design functional upcycled solutions for this potential consumer market.

THE PALETTE

In further exploring the application of the boxed water carton in art/studio environments, the concept for a paint palette emerged. The treatment and coating of the cartons make them ideal for such a purpose. I agreed to oversee the construction and form of this concept. While determining the limits of it's potential use it occurred to me that I could integrate a second degree of functionality. With the additional effort of cutting out a template that is printed on the inside of the carton the palette becomes an easily sealed and thus portable product for the student on the go.