



Press release

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Berghs students present packaging concepts for Spotify

Students at Berghs School of Communication are halfway through this year's SPICE, a design contest as part of a collaborative project between Berghs and BillerudKorsnäs. For this year's competition they have now presented packaging solutions to give digital music service Spotify a physical presence.

"Spotify were inspired! They probably didn't think the students would present ideas of such a high creative calibre," says Jon Haag, Corporate Innovation Manager at BillerudKorsnäs.

The twelve teams presented a total of 24 different solutions for Spotify, two per team. Now the teams are taking just one proposal each forward.

"The teams had reached different stages within various areas. Some had a clear vision of where Spotify's pop-up store, which was part of the brief, should be located and what should happen there, while others had focused more on its appearance," explains Jon Haag.

One example of the choices facing the Berghs students is whether the solution should be designed to function best on the Swedish market, or whether it should also be scalable to suit an international physical launch of Spotify.

This is the fifth SPICE contest and over the years it has developed from being a competition for the students at Berghs, into an integral element of the Sustainable Packaging Design course at the school. The winner of SPICE will be announced on 29 October.

Find out more about SPICE at www.spice14.com

For further information, please contact:

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