

adidas shoe box

2nd Life Packaging





stage 1: mood lighting



1

Lay box on its side.



2

Slide the inner box out.



3

Take out shoes.



4

Turn on light. Make sure light is facing down.



5

Slide the little box back into the larger box.



6

Slide small box to desired setting.



7

Slide all the way down.



8

For minimal lighting.

stage 2: for more light



1

Lay box on its side.



2

Slide the inner box out.



3

Take out shoes.



4

Turn on light. Make sure light is facing up.



5

Slide the little box back into the larger box.



6

Slide small box to desired setting.



7

In the dark.

stage 3: for the sneaker heads & instore display



1

Lay box on its side.



2

Slide the inner box out.



3

Take out shoes.



4

Turn on light. Make sure light is facing up.



5

Place cut out on top of little box.



6

Set the shoe on the cut out.



7

In the dark.



8

Slide down.

final lighting stages:



final lighting stages:



in the environment:

