



Press release

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BillerudKorsnäs packages Spotify

BillerudKorsnäs and Berghs School of Communication are giving Spotify a physical form. The collaboration is called SPICE:14 and is this year's edition of a packaging design contest for students at Berghs. This is the first time an online brand will be physically packaged.

SPICE (Sustainable Packaging & Innovation Communication Event) is taking place for the fifth year in a row. In the first year, the event was merely a contest that Berghs students participated in, but now SPICE is part of the "Sustainable Packaging Design" course at Berghs.



This year, SPICE has been commissioned by the Swedish international music service Spotify. The company wants to try out a new way to reach consumers with its online music service.

"We're delighted to have the opportunity to take part in SPICE. We get a lot of requests, and the reason we said 'yes' to this event was that it felt well organised and planned. There was also a clear schedule for us to consider," says Jonathan Forster, MD of Spotify Nordic.

Spotify is now putting the finishing touches to the brief that the students will receive when the course begins at the end of September.

"We want it to be fun for both Spotify and the students, but still be defined so narrowly so that they know what the scope is and what we want to achieve. It'll be exciting to see what kinds of creative solutions the students come up with during the autumn," says Jonathan Forster.



Jimmy Nyström, Business Development Director at BillerudKorsnäs and Project Manager for SPICE:14 says that BillerudKorsnäs likes challenging the conventional and finding new packaging solutions.

"This is the first time we've been involved in packaging an internationally renowned digital brand, which shows that even digital brands need physical packaging to reach their target audience."



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“The collaboration with BillerudKorsnäs is in line with the way Berghs structures its full-time courses – reality-based cases supported by specialists with excellent knowledge of the industry,” says Pål Pettersson, Head of Graphic Design, Berghs School of Communication.



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