



Anti-smoking design | Photo source Pixabay

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MATCHBOX DESIGN HIGHLIGHTS THE DANGER OF SMOKING

 SPORT & FITNESS

Ukrainian advertising agency has created a matchbox with a lung-shaped striking pad that damages with each use.

Smoking kills roughly 6 million people each year. At the beginning of this year we covered a [smart cigarette box](#) that connects to a phone, allowing smokers access a limited number of cigarettes each day. Now, advertising agency [Publicis Visage](#), has created a matchbox designed to remind young people about the dangers of smoking.

In September, the Ukraine based agency distributed matchboxes to bars and cafes. Their design featured a striking area made in the shape of lungs on the frontside of the match sleeve. Each time the striking pad was used to light a cigarette, the striking pad was marked and damaged, providing users with a reminder of the damage each cigarette causes to their health.

This project is a great example of the way physical design can be used to drive public awareness in much the same way as [these dolls](#) help to raise awareness about child abuse and encourage children to speak out. Where else could the physical design of products be used to raise awareness?

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