

The bachelor's thesis deals with two main concepts – package and sculpture, including the whole idea of packaging. It reflects connecting the two concepts and also finding contrasts between them. Both are viewed through their historical evolution but the thesis also addresses their contemporary side. It shows different points of view when an important role is played by concept of space, shape, material and scale. Another notable part of the thesis deals with contemporary ideas of package design, in addition to the aesthetical and functional side of packages. These aspects are connected with an ecological view. All key words of the theoretical part are used in the didactical part as topics for educational tasks. The practical part connects the thoughts and ideas from the thesis and shows three different conceptual outcomes.

KEY WORDS: packaging, sculpture, space, shape, material, scale, package design, ecology