



Student Commentary

Student Young Gun of the Month” goes to IKEA “PAPP”. This is a simple idea that’s been well executed and presented. It seems practical and a highly effective way to recycle IKEA packaging. I’m a little skeptical as to whether those cardboard chairs could actually hold someone’s weight, but they look pretty damn cool. I could actually see IKEA buying off on this idea as it reinforces their brand’s passion for design and imagination. Maybe you should approach them.

Professional Commentary

McDonalds “Playland” gets “Young Gun of the Month” for May. This idea works for me on many levels. It’s fun. It’s big. It’s colourful. It’s nostalgic. Most of all, it successfully captures the spirit of McDonalds. Seeing this brightly coloured “Playland” slap bang in the middle of a dull business district just makes me happy. If I stumbled upon it, I’d probably end up having a Big Mac for lunch that day...after a few runs on that slide. I’m impressed you were able to pull this off, not an easy task. Congrats