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Fun Packaging

By Louis Bou

Gingko Press Inc. Paperback. Book Condition: New. Paperback. 192 pages. Dimensions: 9.3in. x 6.8in. x 0.7in. Fun Packaging collects quirky, eye-catching examples of the best bottles, tins, boxes, and bags along with other inventive packaging concepts. While many blue-chip brands rely on consistent marks and reassuring blandness, there's a new ecosystem of companies and products speaking an entirely different language with their packaging. Whether sharp and refined, rude and crude, or cute and friendly, these products jump off the shelves by portraying brand personalities. Notable entries include a Greta Garbo inspired whiskey label, Food Finish, the world's first food coloring in a spray can, high definition labels for fresh fish and a cookbook made of pasta. Designers from around the world include Neumeister Design, Studio Lost and Found, Studio mLlongo, Bayley Design, Beetroot Design Group, The Creative Method, Bessermachen Design Studio, Reynolds and Reyner, Mousegraphics, P and W Design Consultants, Ig2boutique, Lun Yau, Fresh Chicken, Andre Zaragoza, Yevgeny Razumov and more. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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