

# 创造的生活II



深圳市艺力文化发展有限公司 编  
大连理工大学出版社



# 住家的生活 II

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# Preface

Long gone are the days when packages merely served as a protective layer for the contents inside, enabling transport of goods and conveyers of information and product identification. Today, packages have an increasing role as "brand-storytellers".

Packages have become a major platform for brands to tell their story and convey various marketing messages, luring us into their world. One of the most distinct brands that have done this successfully in recent years is "Innocent" –the British fruit juice brand. Innocent has used its packaging design to relate its brand messages in a simple, humorous and compelling way. Many brands have followed in their footsteps.

Fifteen twenty years ago, it was sufficient for a package to be aesthetically pleasing and to arrange its product information in a more or less logical and clear manner. Today with the endless variety of products we encounter, the ever increasing choices we have, the influx of information we are required to cope with, we rely on brands (through their packaging) to help us make our choices.

Research shows us that most purchasing decisions are made at the shop/store when we are face to face with the product and that prior knowledge and information we have about a product, whether through advertising or other means, plays a smaller part in our decision. Therefore, it is up to the package, mainly through its design, to be our "ultimate seducer".

We see a wide variety of styles in packaging: traditional, natural, organic, solely-typographic, simple, bold, innovative, funny etc'. We see much wider use of illustration as opposed to just photography or packages that are extremely minimalistic, drawing our attention in the clutter of shapes and forms... This is inevitable in a world that is changing rapidly, where brands have to cater to diverse audiences with ever increasing customized solutions, rather than relying on mass consumption only, as they have done in the past.

Technology enables us to make changes more rapidly than in the past: limited editions, seasonal products, smaller "runs" thus shortening time to market and enabling brands to communicate more relevantly with consumers, through unique packages.

All this makes the packaging design world a very dynamic and exciting place, challenging designers constantly to come up with original and innovative solutions. But we designers must not become confused or overwhelmed because, as I have mentioned above, we must remember that the package is a key platform for brand building. This requires from us a great deal of responsibility and consistency. The package stays with us for a fairly long time. We may first encounter it in an advertisement, and then come across it on the store shelf. We will take it home and it will "live" with us in our kitchen or bathroom. Without really becoming aware of it, it becomes a natural and intimate part of our lives. Therefore, when approaching a package design project, finding the proper balance between the initial excitement of the first encounter –the package as seducer to the later stage of household guest or even friend, one we want to feel comfortable with, is the key for creating great package design.

Adlai Stock  
CEO and Creative Director  
Adlai & Partners / Branding with Heart



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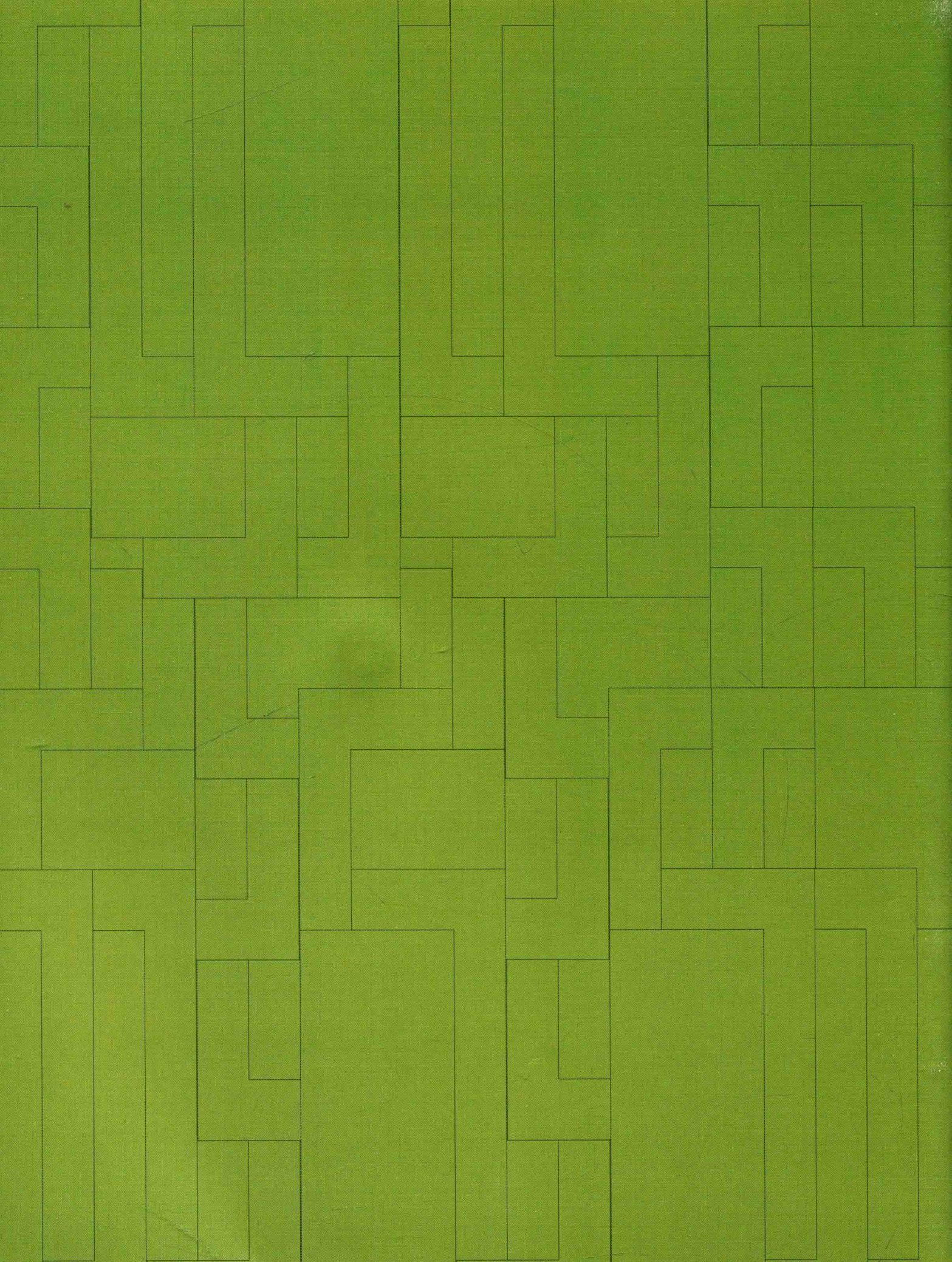
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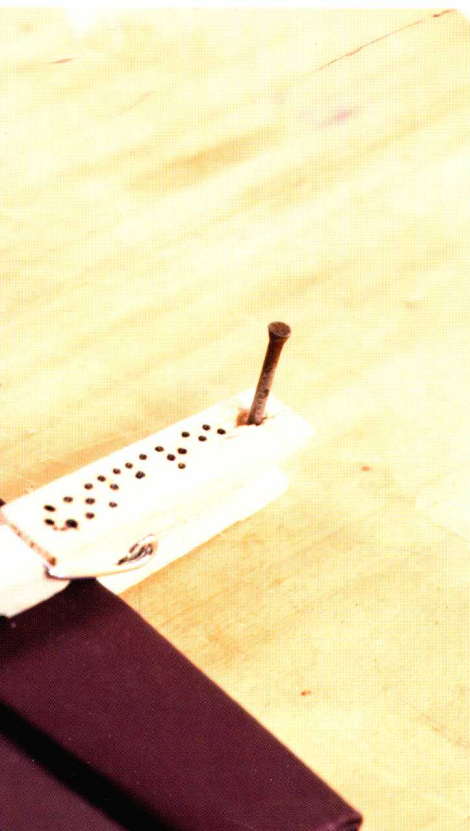




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# FOOD PACKAGE







## Wondaree Macadamias

Design Agency: Personal Works  
Art Director: Ashlea O'Neill  
Designer: Ashlea O'Neill



### Project Description:

Wondaree Macadamias is a family owned and run macadamia farm in North Queensland. The business wanted to recreate their product's image in order to demonstrate their organic and personalized ethos whilst embodying an idiosyncratic aesthetic that was accessible to the blind. This was achieved by using design features such as braille embossed wooden pegs—a stalwart of Queensland culture—and bold block colored packaging, strident and recognizable.

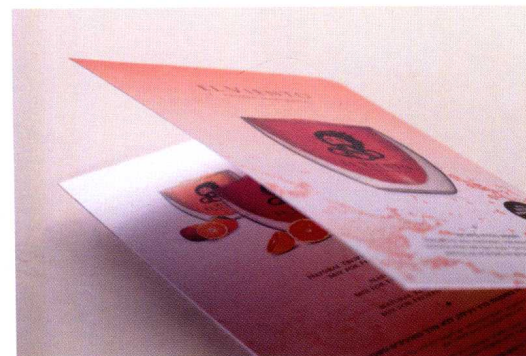
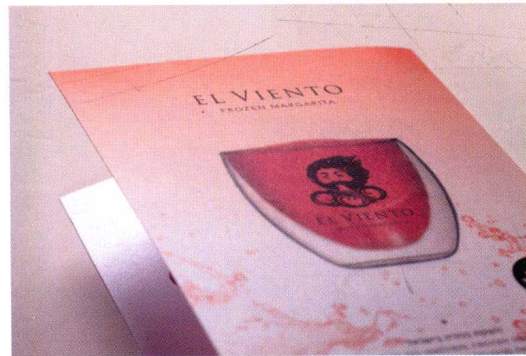




EL VIENTO  
Design Agency: Dan Alexander & Co  
Art Director: Dan Alexander  
Designer: Dan Alexander



**Project Description:**  
Developing a new frozen margarita brand, defining its name, visual language, concept, strategy, logo and packaging design. Positioning EL VIENTO (Spanish: The Wind) as a premium all-natural frozen margarita. The visual language based on the mythological icon of the god of winds (Aeolus), as appear in old manuscripts. We've given him an updated look, and ask him gently to send the rumor about this new margarita world wide. EL VIENTO is a line of unique frozen margarita fruit and alcohol mixes for immediate preparation and enjoyment. Made from selected natural ingredients and fine spirits.







## Zuriel Dairy

Design Agency: Adlai & Partners Ltd.

Art Director: Adlai Stock

Designer: Shari Ginon

Client: Zuriel Dairy

Photography: Omri Meron