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《液体包装视觉艺术》编辑组 // 编  
贺丽 // 译

# VISUAL ARTS

## of the liquidaging

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# Preface

## 前言

- ◆ At the beginning of the twentieth century, people went to the grocery store near their homes to buy oil to cook. They would come with an empty bottle, and the grocer, whom they knew for a long time, would fill it from a large tank.
- ◆ Then came the time of the competition and the “hyper choice”. More and more brands, belonging to more and more groups, were proposing the same products to the consumer. To lead the consumer on the difficult road of choice, marketing teams and designers began to create product personalities, to create advertising to explain them and, of course, to design the brands, the labels, the bottles, to express these peculiarities. The consumer became the happy chooser.
- ◆ In 2011 was published a fascinating study by Sheena Lyengar, a professor at the Columbia Business School, called “The Art of Choosing”. The incredible conclusion of this study is that the so-called great progress of our contemporary time, the “hyper choice” does not generate the happiness of the consumer. On the contrary, many times, too much choice puts the consumer in a doubt, what I would call a “shelf fog”, which leads to an impossibility to choose.
- ◆ In other words, the choice, instead of pushing the sales, would decrease them? What is the vision of packaging designers in this new world? I believe this is time to create products with integrity and respect of the consumer.
- ◆ This is time to create products with real personalities, a strong style, and no more “me too”, which take useless shelf space.
- ◆ This is time to break all codes, break all rules; this is the time for inventing, with only one goal:
- ◆ Only use our design talents to create great, unique products that will meet the client profound desires.
- ◆ If we cannot do that, we should wait, and not participate to fill the shelves uselessly!

**Elie Papiernik**

*Co-founder, and Design Director*

*Centdegrés*

*France*

在20世纪之初，人们喜欢去离家最近的食杂店买油回家烹饪。他们经常是带着空瓶去食杂店，然后杂货店老板熟练地从一个大油罐中舀出油来将空瓶装满。

不久，竞争和“超多选择”的时代来临。商家争相推出琳琅满目的同类产品以争夺消费者。为了更好地吸引消费者，商家和设计师开始争先塑造产品的个性，设计产品的宣传广告、品牌、标签、包装容器等等，可谓是为了独树一帜而极尽所能。此刻，消费者变成了一个快乐的选择人。

2011年，由哥伦比亚商学院教授希纳·林戈撰写的《选择的艺术》一书出版。书中所作出的结论着实令人难以置信。结论表明，我们当代所谓的伟大进步、“超多选择”并不会为消费者带来快乐。相反，很多时候，太多的选择常常令消费者陷入两难的境地，我将其称之为“货架上的困扰”，面对琳琅满目的同类产品，消费者不知所措。

那么，换句话说，“超多选择”难道不是促进销售，而恰恰是降低销售额么？而新时代中的包装设计师应该怎样做呢？我相信，现在最重要的是塑造产品的可信度，并以尊重消费者为出发点。

设计应该做到真正体现产品的个性，树立自己的风格，而不是随波逐流，白白占用货架空间。

设计应该做到打破所有的陈规，真正实现创新，这本身就是一个推陈出新的年代，唯一的目标就是：

充分利用我们的设计才能，真正创造出独树一帜的产品，满足用户深刻的期待。

如果我们做不到这一点，我们最好退居一侧，不要白白浪费了货架空间！

埃利·帕佩尼克

Centdegrés设计工作室创始人之一兼设计总监







## DRY Soda

The designers first designed DRY Soda's packaging when the company launched in 2005. Since that time DRY has evolved from its beginnings on the white tablecloths of the country's finest restaurants, to finding huge success in grocery stores, cafés, and other retail locations across the US and Canada. In response to these changing markets and retail conditions, DRY Soda asked the designers to evolve their packaging. Bold, graphic illustrations stand out at retail and characterise DRY's distinctive flavours and its uniqueness as an all natural soda. Clear bottles allow the purity of the product to show through and the founder's signature on each bottle connotes a sense of craft behind each flavour's recipe.

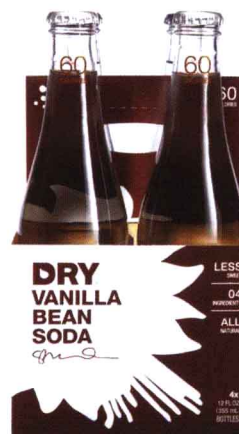
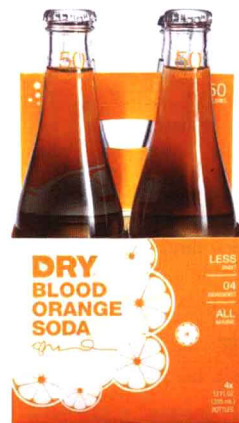
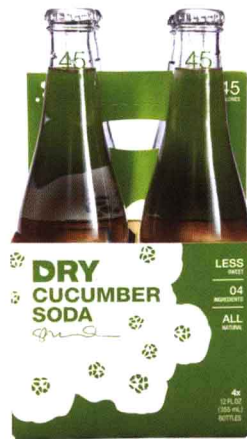
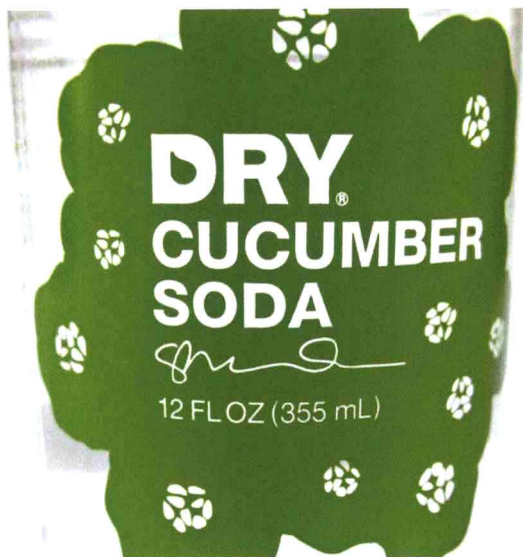
Design Agency: Turnstyle. Production Date: 2010. Creative Director: Steven Watson. Designer: Steven Watson. Client: DRY Soda Company. Nationality: USA.

## 清甜汽水包装

旋转风格设计工作室曾在2005年清甜汽水公司成立之初为其提供了包装设计。该公司由餐厅白色台布制作为起点，逐渐在美国和加拿大食杂店、自助餐厅以及其他零售店领域发展壮大并获得成功。为适应该公司市场和零售地位的转变要求，旋转风格设计工作室应邀为其提供新包装设计。大胆前卫的插画设计令该品牌在零售店中独树一帜、引人注目，并强调出该品牌天然苏打水清新甜美的特色。通透的玻璃瓶能够将瓶内一流的产品品质完美呈现，而每个口味的瓶身上附加的创始人签名更为该饮品增添了精致之感。

设计机构：旋转风格设计工作室 完成时间：2010年 创意总监：史蒂芬·沃森 设计师：史蒂芬·沃森 客户：清甜汽水公司 国家：美国







## Fizzy Lizzy

Identity and packaging redesign for a line of all-natural, carbonated fruit juice beverages. A bold and refreshing drink without the typical added sugars and other junk, the design neatly tells the whole story: bubbles and fruit are all you need.

Design Agency: JJAACK. Production Date: 2010. Creative Director: Jesse Kirsch. Art Director: Jesse Kirsch. Designer: Jesse Kirsch. Client: Fizzy Lizzy. Nationality: USA.

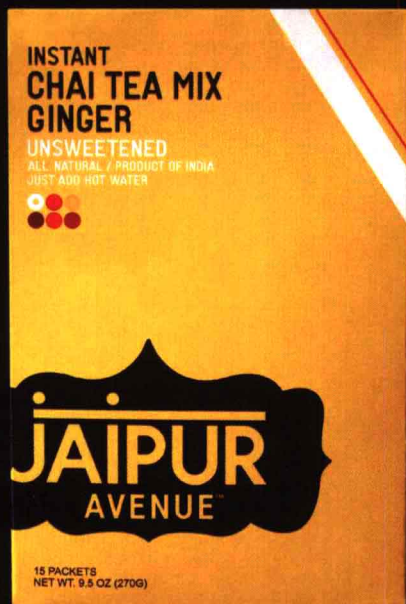
## 利齐碳酸饮料

专为全天然、碳酸果汁饮料——利齐碳酸饮料而提供的标识和包装重新设计方案。该饮品口感清爽，不含人工蔗糖和其他添加剂。大胆而清新的设计风格向人们讲述了气泡和水果才是该饮品的主题。

设计机构: JJAACK设计工作室 完成时间: 2010年 创意总监: 杰西·基尔希 艺术总监: 杰西·基尔希 设计师: 杰西·基尔希 客户: 利齐碳酸饮料公司 国家: 美国







## Jaipur Avenue Chai Tea

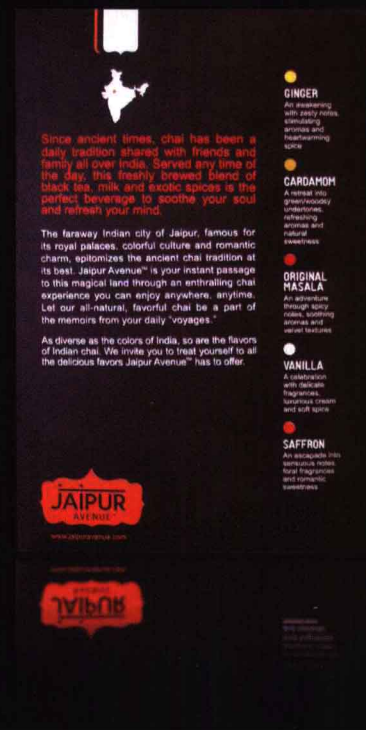
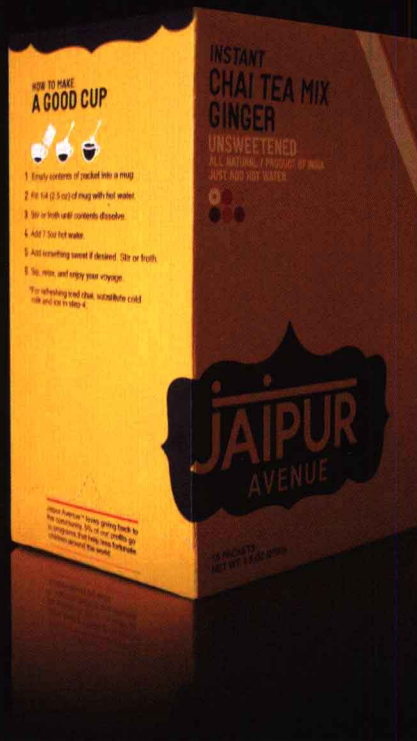
The faraway Indian city of Jaipur, famous for its royal palaces, colourful culture and romantic charm epitomises the ancient chai tradition at its best. In the packaging and brand identity for this line of chai tea products, the designers set out to evoke this enthralling, magical locale through a modern reinterpretation of its diverse colour palette and icon motifs.

Design Agency: Turnstyle. Production Date: 2010. Creative Director: Ben Graham. Designer: Madeleine Eiche. Client: Jaipur Avenue. Nationality: USA.

## 斋浦尔大街印度奶茶

遥远的印度城市斋浦尔，以其富丽堂皇的皇家宫殿、丰富多彩的文化以及浪漫而迷人的印度茶文明而享誉全球。对于该系列印度奶茶产品的包装和品牌标识的设计，设计师旨在通过现代的多样化色彩和图标设计理念与迷人而神秘的斋浦尔城相得益彰。

设计机构：旋转风格设计工作室 完成时间：2010年 创意总监：本·戈拉罕 设计师：马德琳·艾彻 客户：斋浦尔林荫路公司 国家：美国



**GINGER**  
An energizing  
with zesty notes,  
stimulating  
aromas and  
refreshing  
spice.

**CARDAMOM**  
A retreat into  
green-hued  
complexities,  
refreshing  
aromas and  
natural  
sweetness.

**ORIGINAL  
MASALA**  
An adventure  
through spicy  
notes, soothing  
aromas and  
warm textures.

**VANILLA**  
A celebration  
with delicate  
fragrances,  
luxurious cream  
and soft notes.

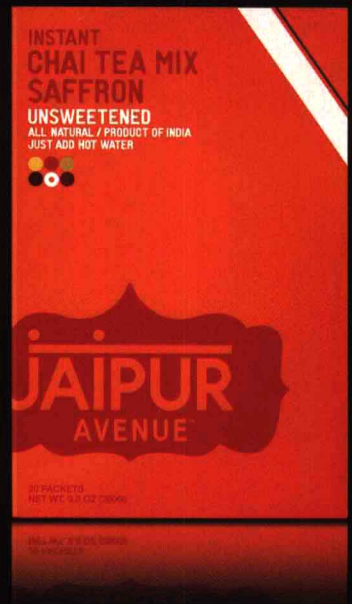
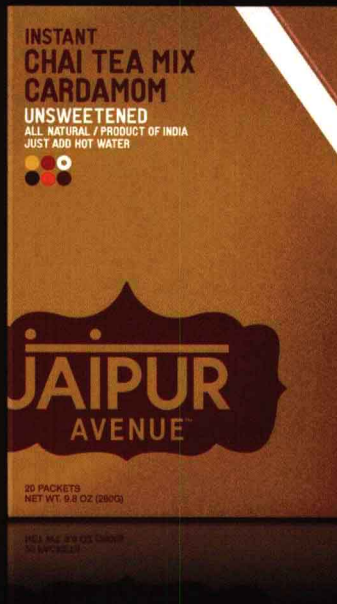
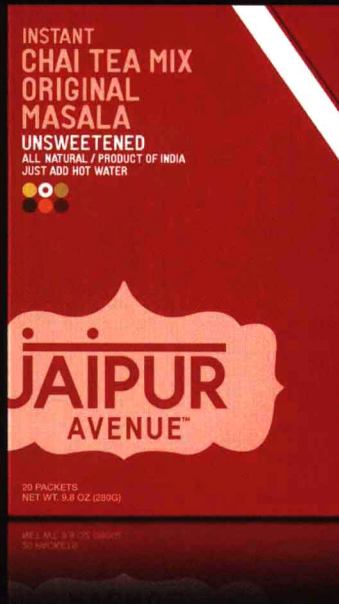
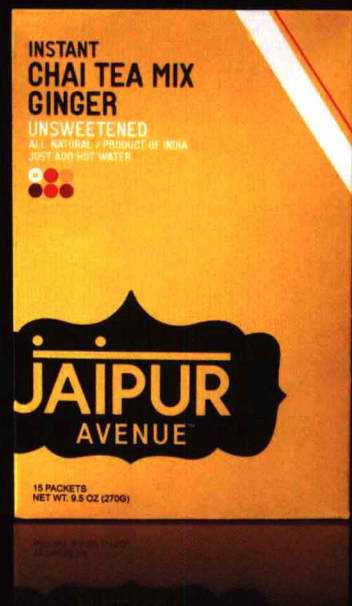
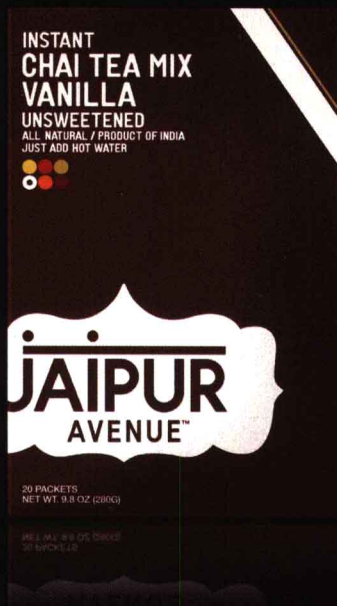
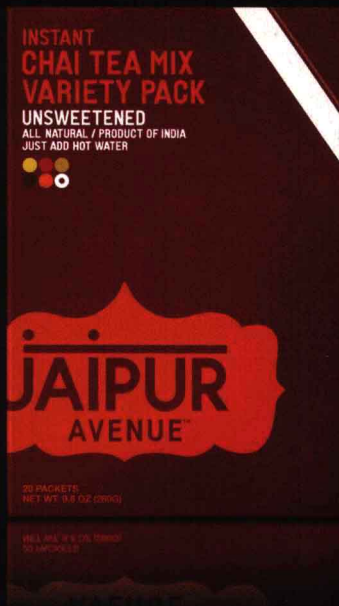
**SAFFRON**  
An extraordinary blend  
of aromatic notes,  
rich fragrances  
and delicate  
sweetness.

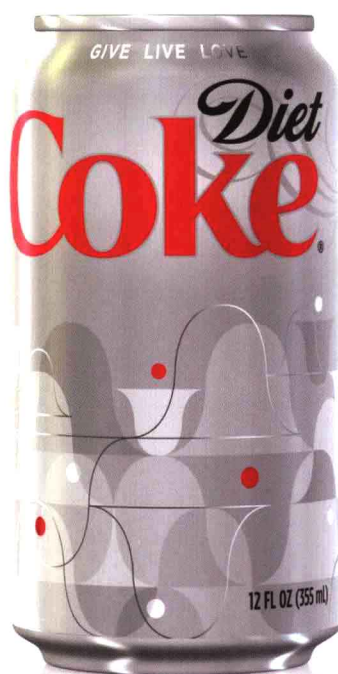
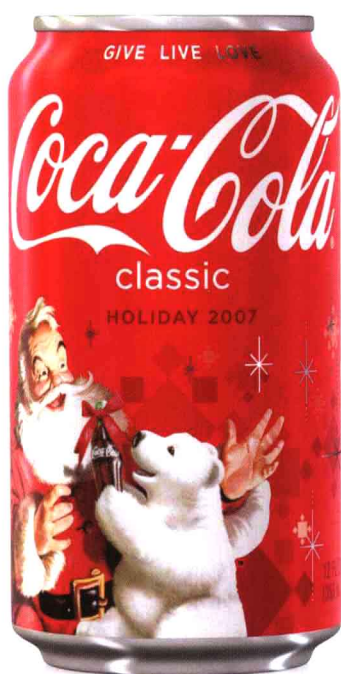
**JAIPUR  
AVENUE**

www.jaipur-avenue.com

**JAIPUR  
AVENUE**

100% NATURAL  
PRODUCT OF INDIA





## Coca-cola 2007 Holiday Cans

The designers couldn't have been more excited when what is perhaps the most recognised brand in the world, Coca-Cola, called them. The initial assignment was to create packaging for the relaunch of Coca-Cola Vanilla, a product that had been off market for several years. Coca-Cola then returned to Hatch for help with their Holiday 2007 campaign, "Give, Live, Love." For the holiday campaign, the designers created a series of unique graphic illustrations, each representing hallmark characteristics of the company's five leading brands: Coca-Cola Classic, Diet Coke, Coca-Cola Zero, Sprite, and Fanta. In each of the collaborations with Coca-Cola, the challenge was to find the right visual and emotive balance between the brand iconography and goals of the campaign - whether it was refreshing brand attributes, creating new packaging or integrating a seasonal element into the existing brand.

Design Agency: Hatch Design. Production Date: 2007. Creative Director: Katie Jain / Joel Templin. Designer: Ryan Meis. Client: The Coca-Cola Company. Nationality: USA.

## 2007年可口可乐节日罐装系列

哈奇设计工作室很高兴获得可口可乐公司的邀请为其提供设计服务。设计的首个项目是为该公司早期下线很久的香草味可口可乐的重新上市而提供包装设计。可口可乐公司随后委托该工作室帮助其举办一次可口可乐2007年节日活动，以“给予、生活、热爱”为主题。设计师为该活动绘制了一系列风格独特的平面插画，每一幅插画代表可口可乐公司五大品牌产品的特性。这五大品牌分别是经典可口可乐、健怡可乐、零度可口可乐、雪碧、芬达。对于哈奇设计工作室来说，与可口可乐公司合作的挑战在于如何在品牌形象和活动目标之间打造出视觉和情感方面的平衡，该活动的目标是刷新原有的品牌特性，打造出崭新的包装，将周期性元素巧妙地融合到已有的品牌体系之中。

设计机构：哈奇设计工作室 完成时间：2007年 创意总监：凯蒂·吉恩，乔尔·滕普林  
设计师：瑞安·梅斯 客户：可口可乐公司 国家：美国







**Charitea**

The drinks market is extremely competitive and it is hard for new products to come on the market and be seen, which makes the packaging especially important in this category. The design should draw attention to it and simultaneously be unique and "iconic", timeless and modern. It should signal good quality but not premium and luxury. Simultaneously the design should effectively challenge the conceptions of how "charity products" and organic products should look. The product should be in demand and bought by everyone, not only those who actively look for organic goods or normal consumers who buy on impulse because of a bad conscience. Charitea's totally white symbol – a tea leaf or a drop – hovers harmonically over the logo. Elegant, but eye-catching. The products included in the series of freshly-brewed organic teas are distinguished through their simple name: Charitea black, Charitea red and Charitea green, that of course refer to the different types of tea. Charitea is designed for the health conscious and socially committed consumer. A drink with a conscience. A good drink!

Design Agency: BVD. Production Date: 2009. Designer: Susanna Nygren Barrett / Kina Giesenfeld / Bengt Anderung. Client: Lemonaid GmbH. Nationality: Sweden.

## 沙里茶

饮品市场竞争非常激烈，新产品要想占有一席之地，包装就显得尤为重要。设计的风格不仅要求醒目，同时还能够确保独特性和永恒性。包装在体现出产品优质的同时，富有内涵，低调而不失奢华、奢华中不乏内敛。与此同时，设计应该有效彰显出该产品外观的设计理念。产品应以广大消费者为销售主体，而不应仅仅局限于某个特定的人群，包括有机产品的积极购买者、具有随机性购买的普通消费者。沙里茶产品的标识以一片茶叶（被部分消费者看作是水滴）为主题，优雅而醒目。该系列茶饮品根据简单的命名划分成几大品牌，它们分别是沙里黑茶、沙里红茶和沙里绿茶。该饮品专为追求健康饮食和善于社交的人士而提供。有“良知”的饮料，绝对值得品尝！

设计机构：BVD设计工作室 完成时间：2009年 设计师：苏珊娜·尼格伦·巴雷特，基纳·杰森菲尔德，本特·安德昂 客户：Lemonaid有限公司 国家：瑞典



## Tesco Green and Herbal Teas

The key selling point was the flavour of the tea so the focus of the design was to create a fruit or herb story with photography being used to establish each flavour variant. A drawstring tea bag was used for the descriptor holding device. Once the design had been selected, Tesco management decided to increase the range from 3 products to 10. The range was launched in May 2009.

Design Agency: R Design. Production Date: 2009. Creative Director: Dave Richmond. Designer: Gareth Roberts. Client: Tesco. Nationality: UK.

## 乐购绿茶和花草茶

该饮品的一个关键卖点是茶香，因此，设计师巧妙地利用每款产品香气的特点，在包装上讲述了一个有关水果和花草的唯美故事。拉绳茶包被巧妙地运用到包装的表面作为夹持装置的描述符号。在设计方案被采纳之后，乐购管理层决定将该系列产品由三种推广到十种。该推广活动于2009年5月实施。

设计机构: R设计工作室 完成时间: 2009年 创意总监: 戴夫·里奇蒙德 设计师: 加雷斯·罗伯茨 客户: 乐购公司 国家: 英国