

6

Packaging
Vol. 2

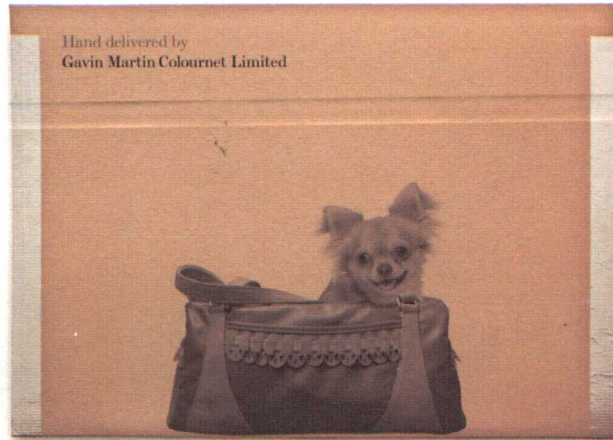
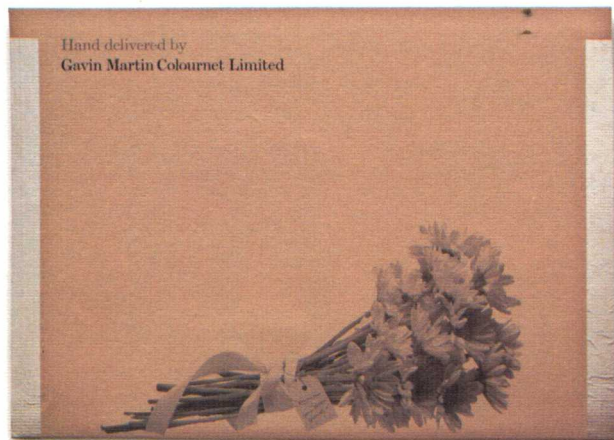
Nº 6

6

Packaging
Vol. 2

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常州大学图书馆
藏书章



002

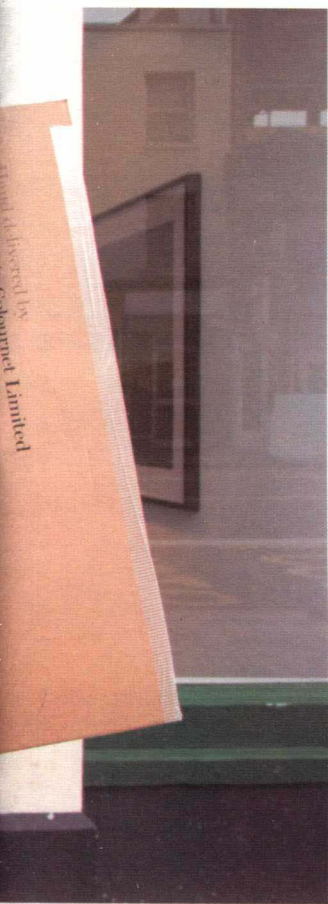
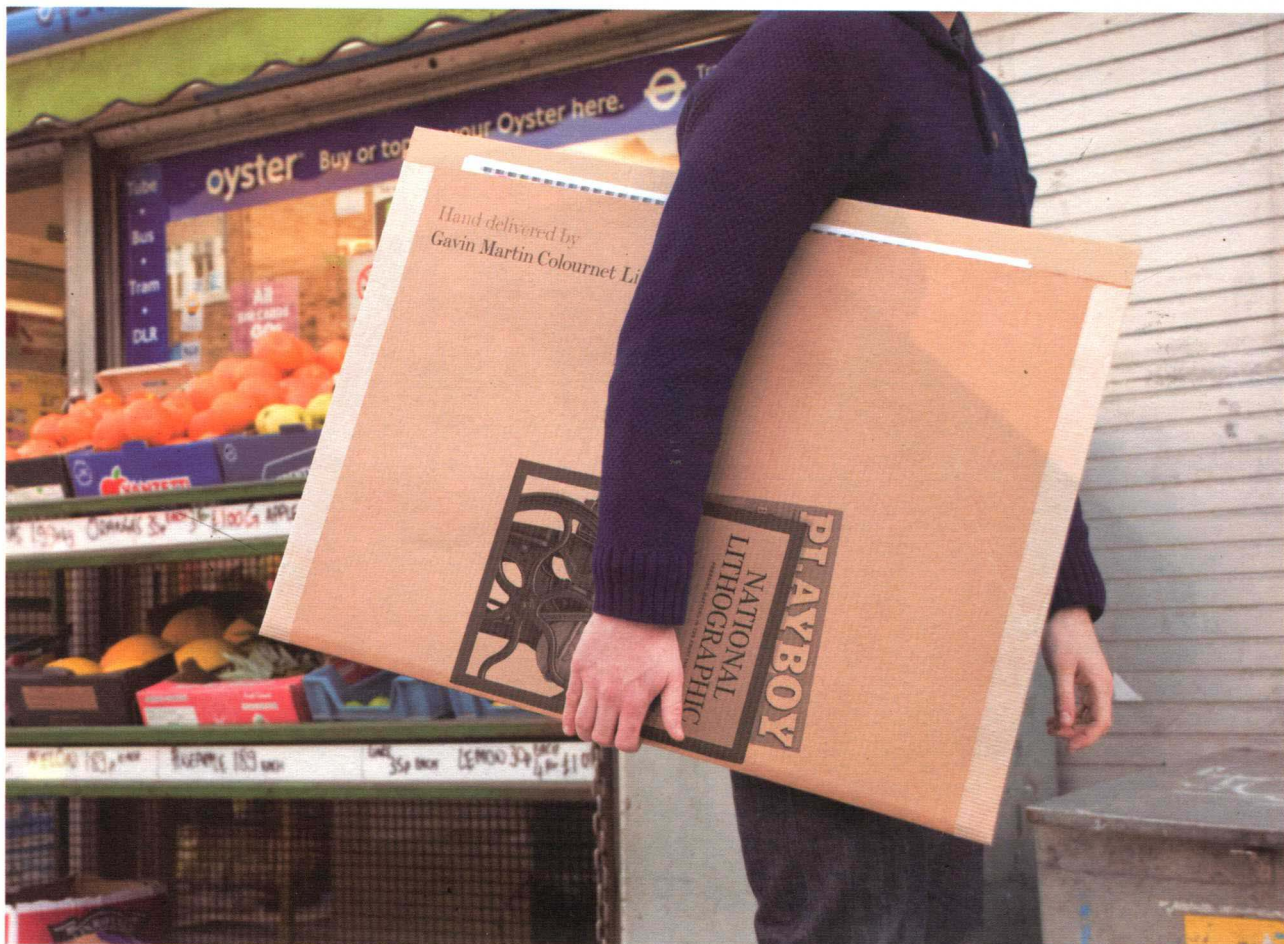
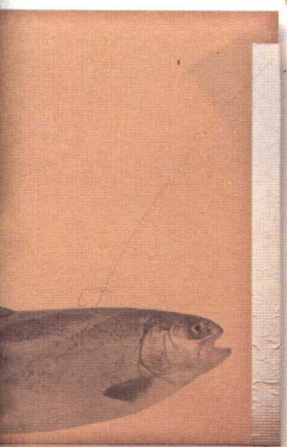
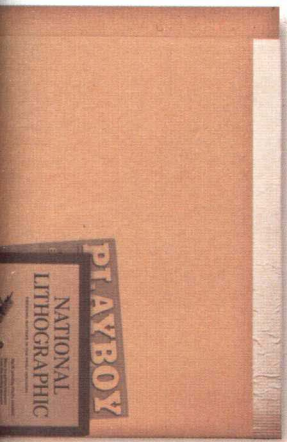
Job Bags

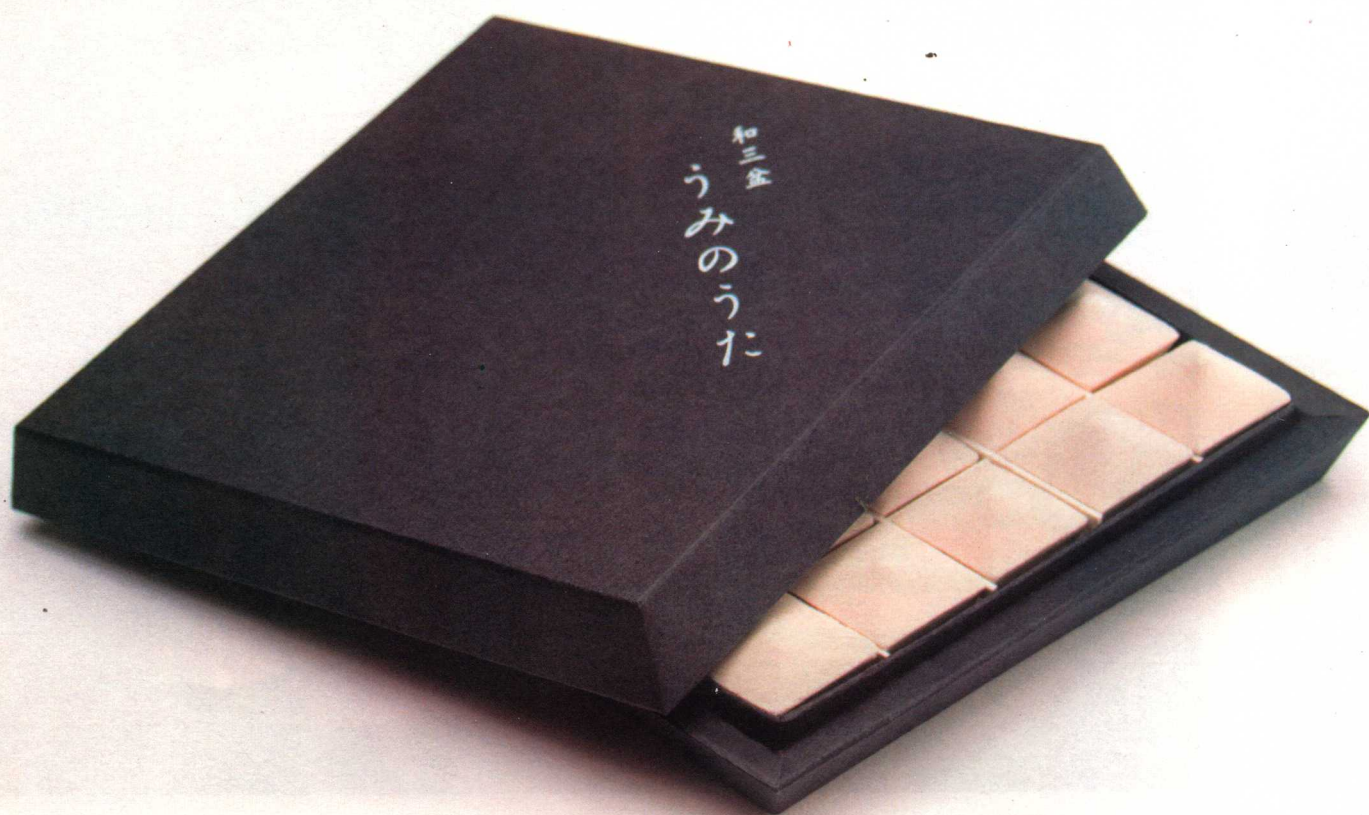
Client: Gavin Martin Colournet Limited
Design: Magpie Studio

How to — Deliver a great idea: Having joined forces in 2010, Gavin Martin Associates and Colournet wanted to raise their new profile without breaking the joint bank account.

We suggested making use of an unused canvas - the humble proof bag. Used by printers to deliver wet proofs to their clients, the bags were screen printed with a life-sized collection of eccentric objects.

Tucked under the arm, the proof bags act as walking billboards en route, and a talking point when dropped-off. Low cost, high impact and the promise of raising a smile.

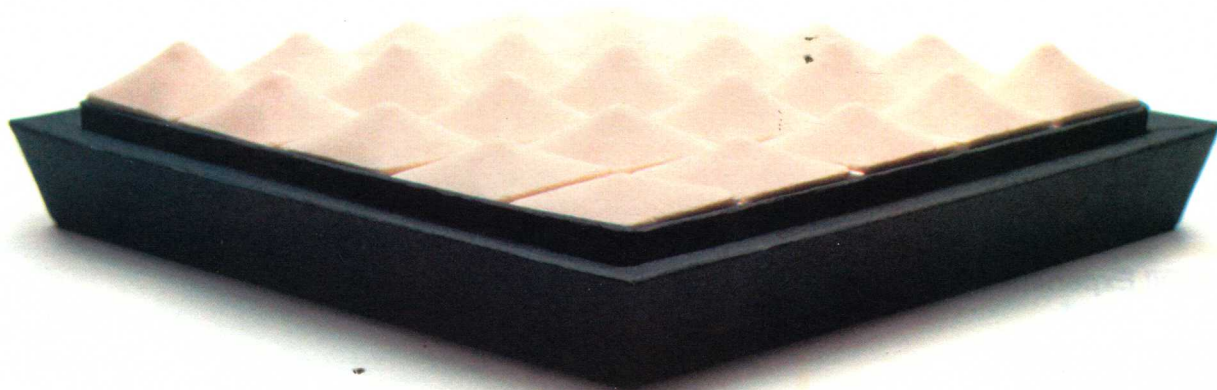




004

Wasanbon: Umi-no-uta

Client Mitani-seitō Hanesanuki Honpo
Design Kuroyanagi Jun



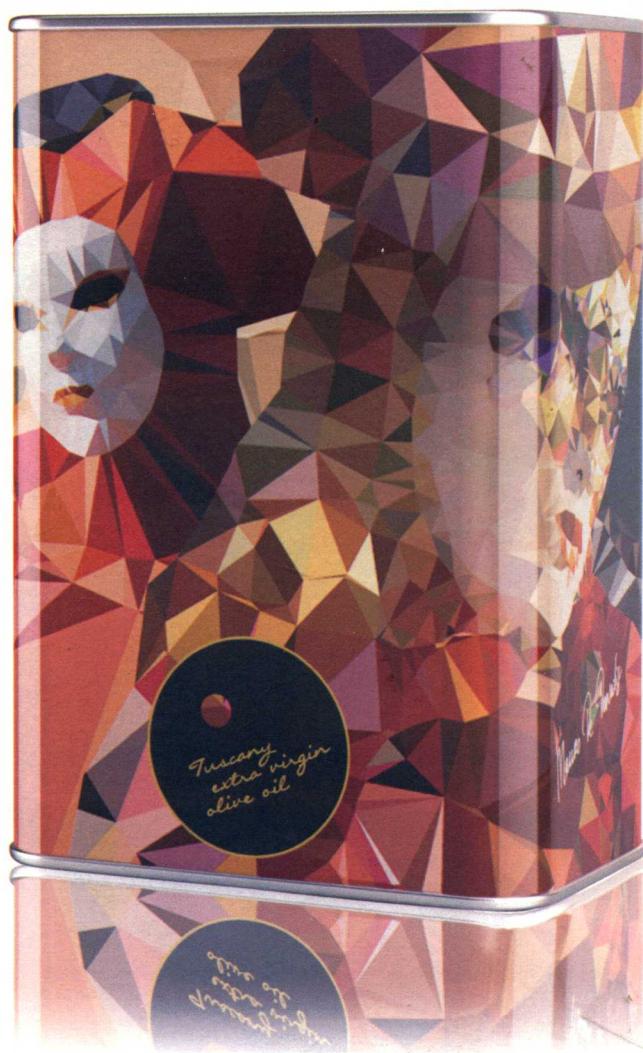


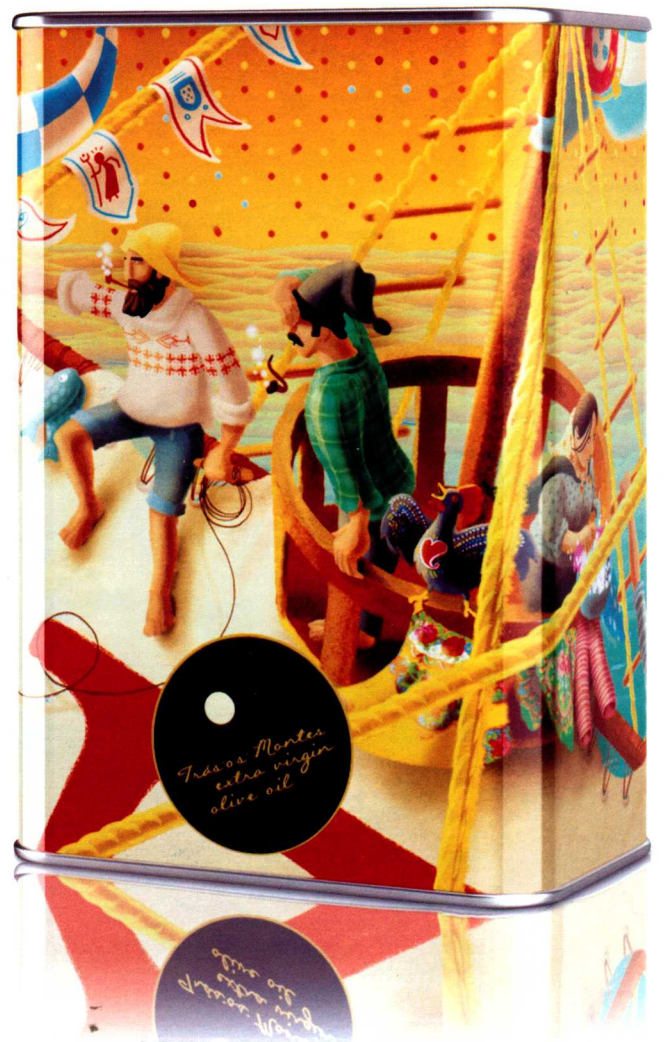
006

The Olive Oil Experience

Client Think Global Taste Local Lda., Estoril
Design NTGJ, Packaging & Brand Design, Lisbon









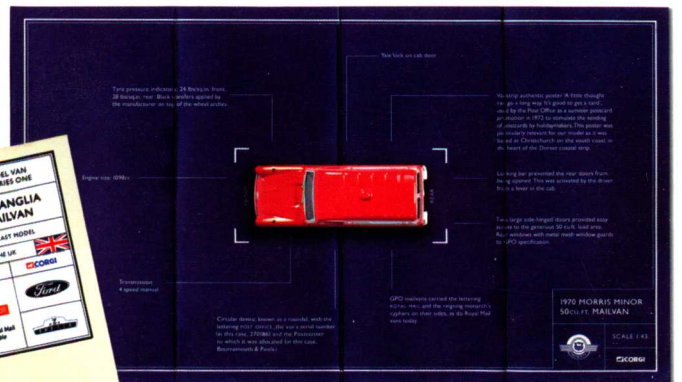
010

Chocolate Research Facility
Packaging - Spring / Summer 2010
/ Autumn, Winter 2010 / Spring /
Summer 2011

Client: Chocolate Research Facility, Singapore
 Design: Asylum Creative Pte Ltd, Singapore



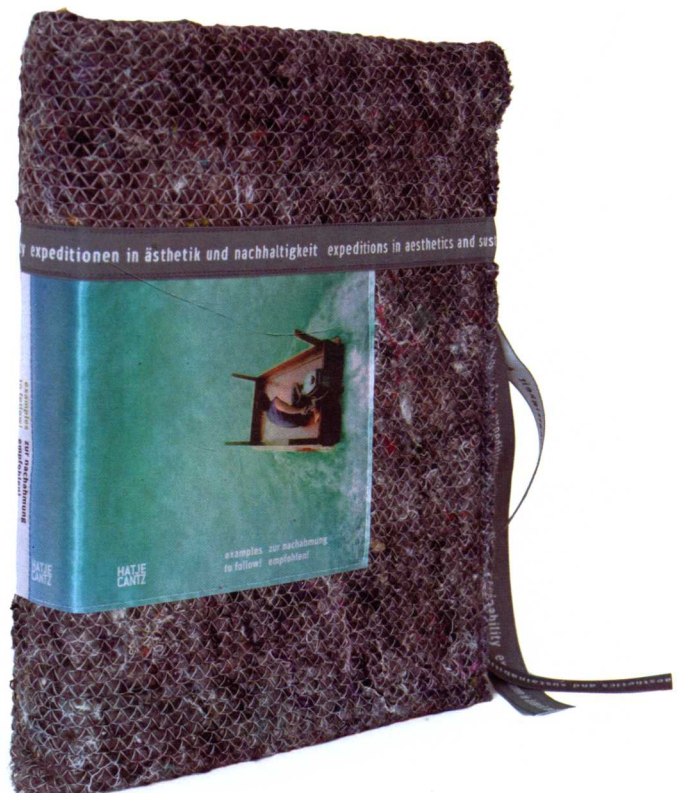
1970 MORRIS MINOR 50cū. FT. MAILVAN

A side-profile photograph of a red Morris Minor 50cū. FT. Mailvan. The van features 'ROYAL MAIL' lettering and a crest on the rear panel. A slogan 'A little thought can go a long way.' is displayed on a sign, accompanied by an illustration of a letter and the text 'It goes to get read.' The driver's door has a circular '50cū. FT. MAILVAN' badge. The vehicle is parked in front of a stone wall with a small gate. Below the photograph is a white line drawing of the same van, showing its internal chassis and mechanical components.**Royal Mail Collectibles**

Client The Chase Manchester
Design Royal Mail



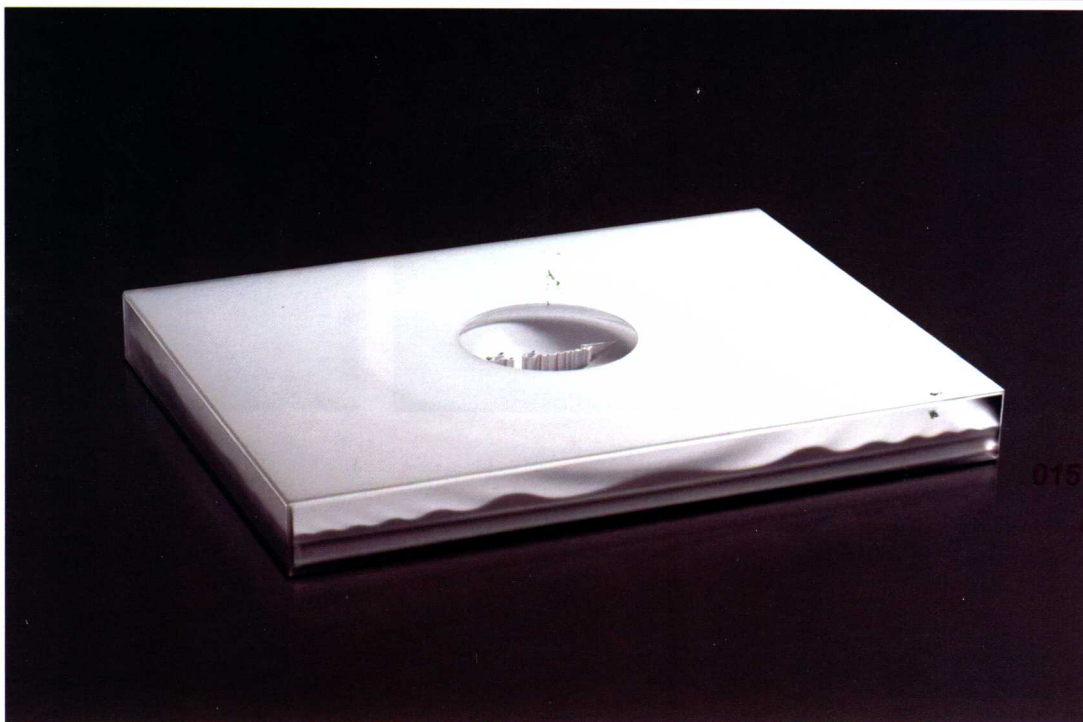
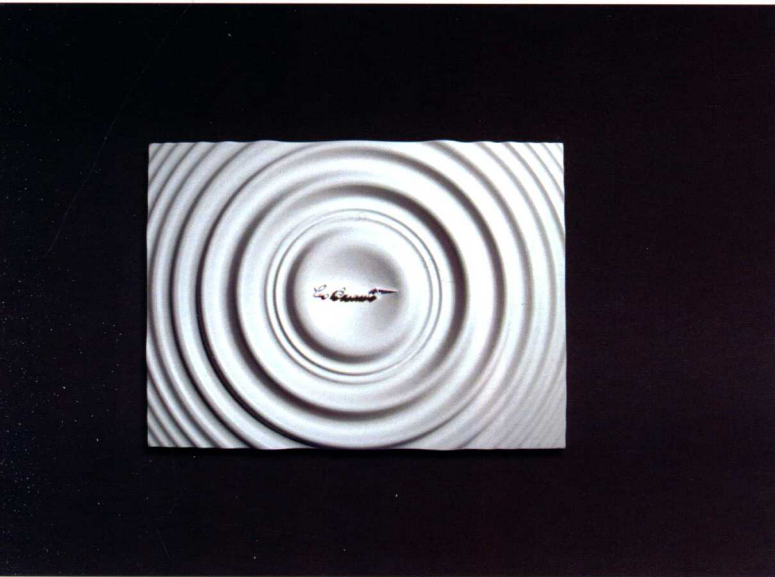
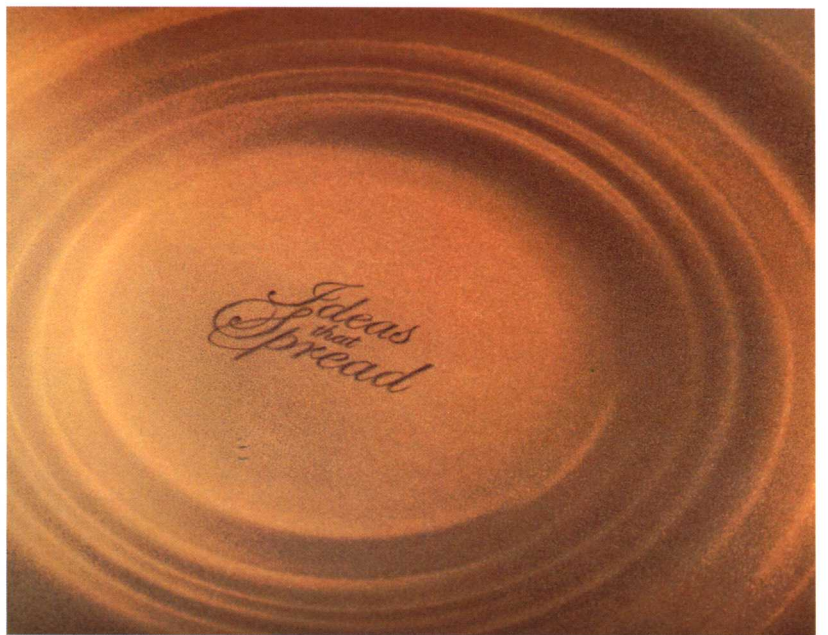
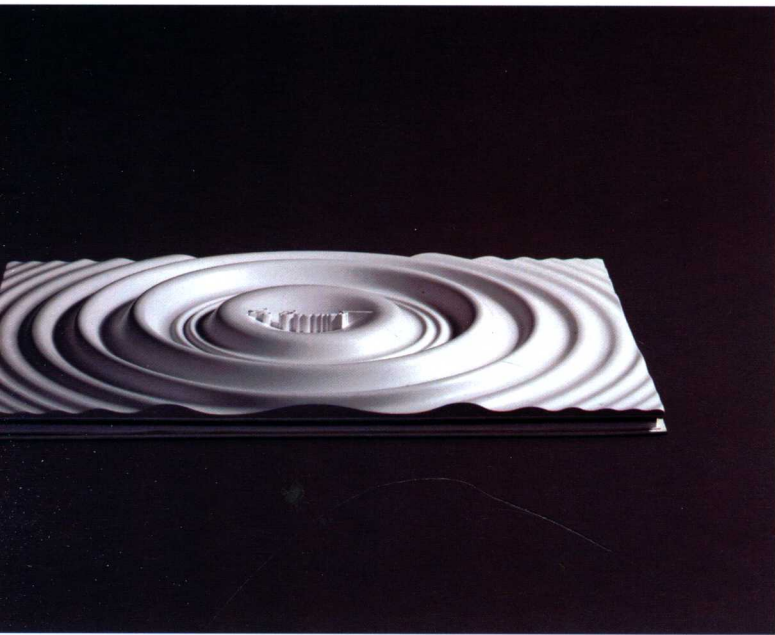
013 **Do Not Say No**
Client Do Not Say No
Design Ena Cardenal de la Nuez



014

examples to follow! expeditions in aesthetics and sustainability

Client Adrienne Goehler
Design anschlaege.de



015

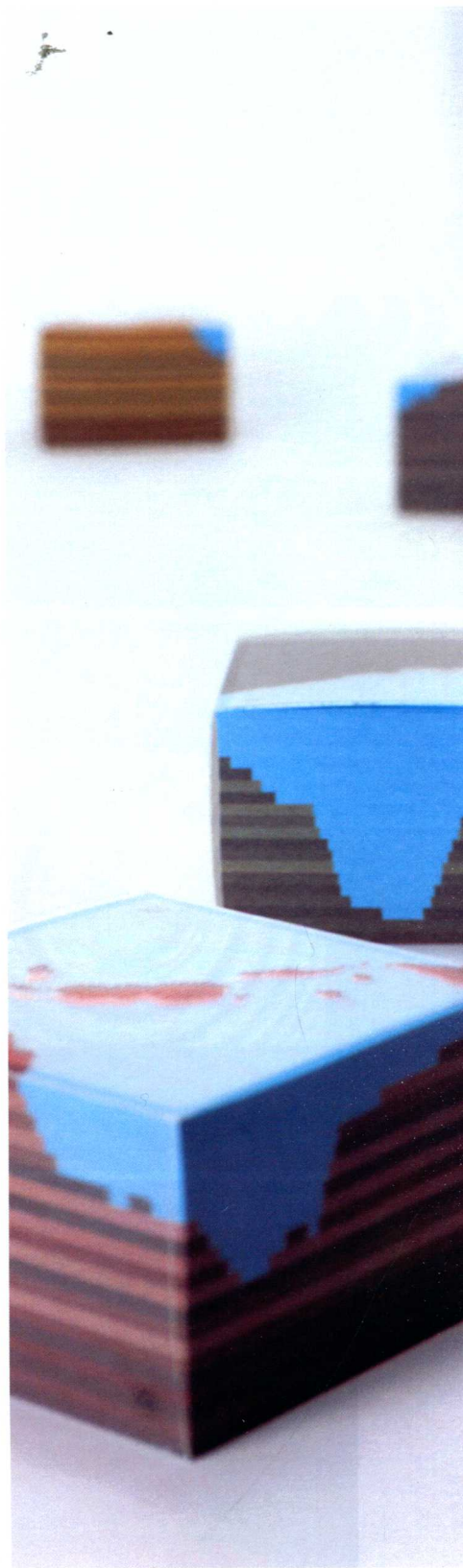
Client
Design

THE LEO BOOK

SELF-PROMOTION

LEO BURNETT SYDNEY

The brief was to promote the agency to prospects and give clients something engaging to keep it front of mind. The challenge was that all agencies have a portfolio – how would this one stand out? The final design centered around the idea “We make an impact with every project.” The big impact was made by creating a stunning book cover which begs to be picked up.



016

Geografia Paper Globes

Client
Design

Geografia

Yoko Yasunishi / Drill Design
Hajime Narukawa / AuthaGraph Co., Ltd.,

Designed both for education and decoration, the collection includes a blank globe you can draw on, a glow-in-the-dark globe that replicates the earth at night, and sectional globes that peel back to reveal the structure of the earth's core. The level of detail on each piece is amazing — one pattern mimics wood and has maps made of green trees, another has a faux leather texture and animal shapes hidden in the design. Geografia also makes topographic-inspired memo pads that reveal changing features of the earth and coast line as you work your way down the block. The pieces are designed by Yusuke Hayashi and Yoko Yasunishi of Drill Design and architect Hajime Narukawa of AuthaGraph Co., Ltd., using 3D printing, UV printing, inline die cutting, inline embossing, afterglow printing, and collation technology. Available in the U.S through the MoMA Store and at www.aplusstore.com as well as other retailers worldwide. Get one for your favorite science (or paper) geek — and get folding.