

2

Packaging
Vol. 2

№ 2



2

Рассвет

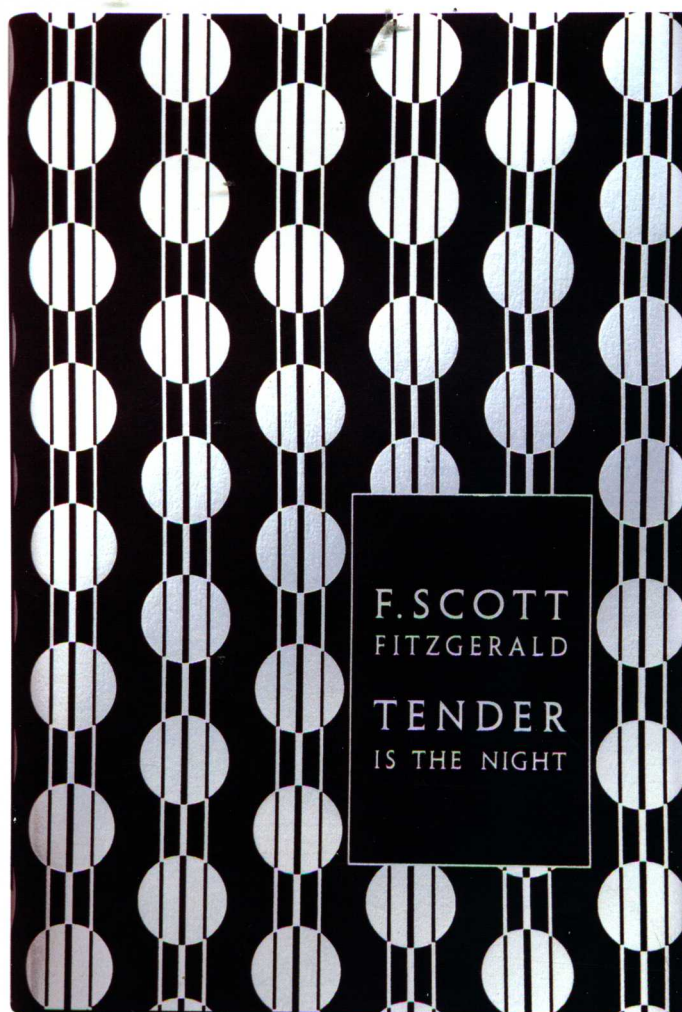
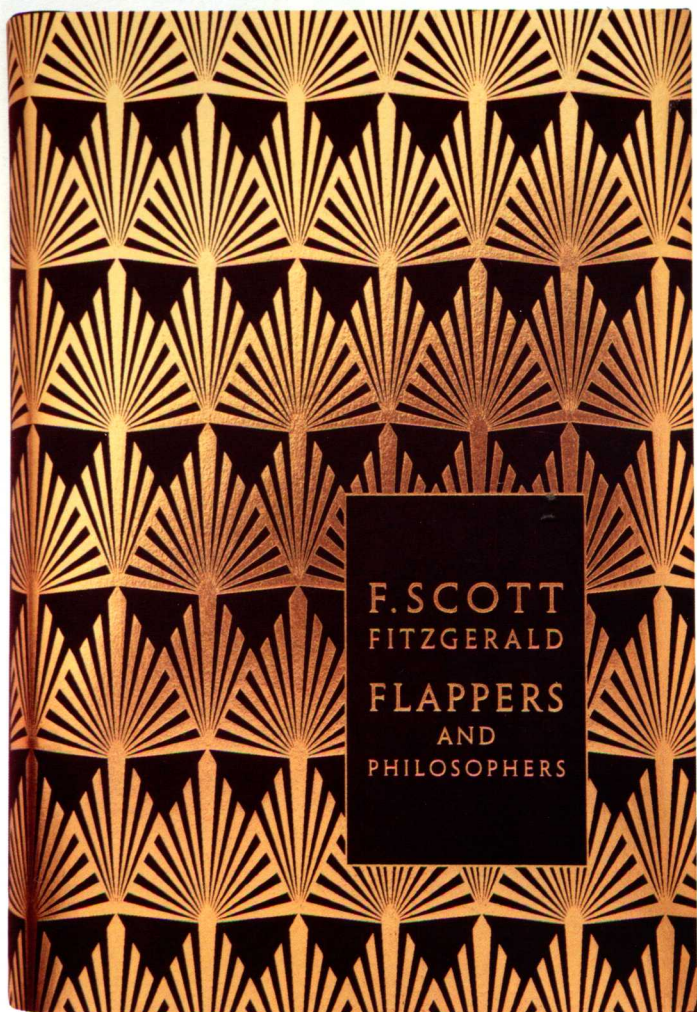
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常州大学图书馆
藏书章







004

F. Scott Fitzgerald

Client Penguin
Design Penguin Group UK

To mark the 70th anniversary of the death of F. Scott Fitzgerald, Penguin Classics have published a stunning new hardback series of his works. The series comprises of his five generation-defining novels: *The Great Gatsby*, *Tender is the Night*, *This Side of Paradise*, *The Last Tycoon* and *The Beautiful and Damned* as well as *Flappers and Philosophers*, Fitzgerald collected short stories.

These sumptuous new editions are all beautifully styled with art deco patterning on elegant foil jackets, each complete with matching bookmark.





006

A Bazaar Fixx at QT

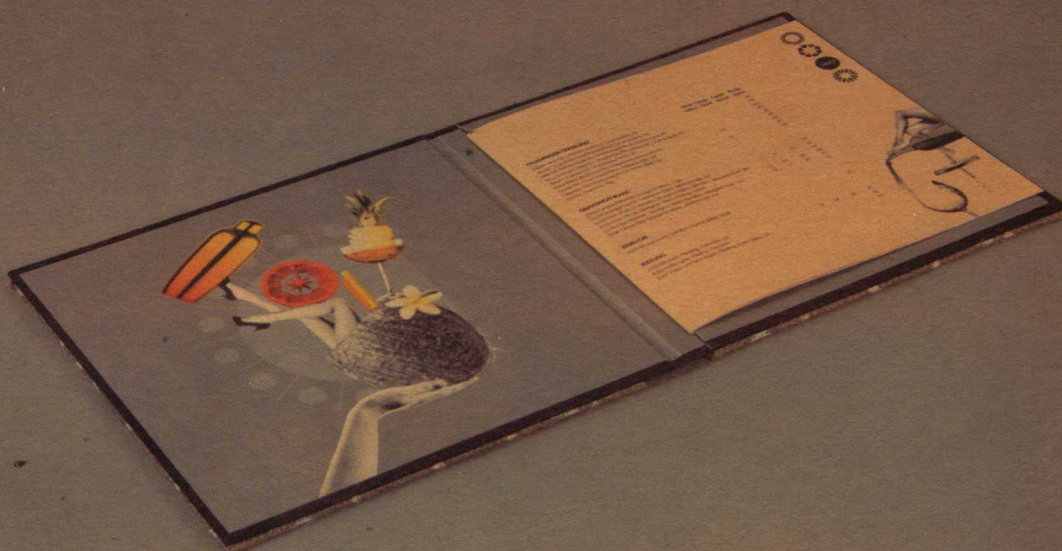
Client QT Hotels

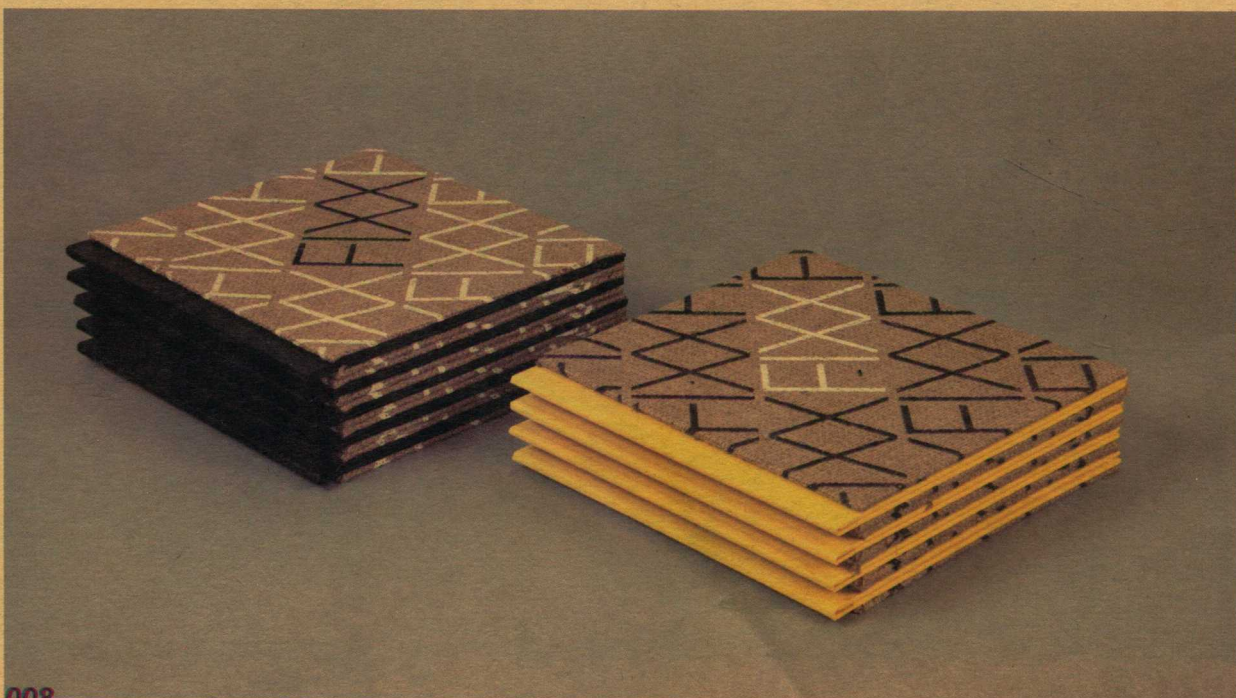
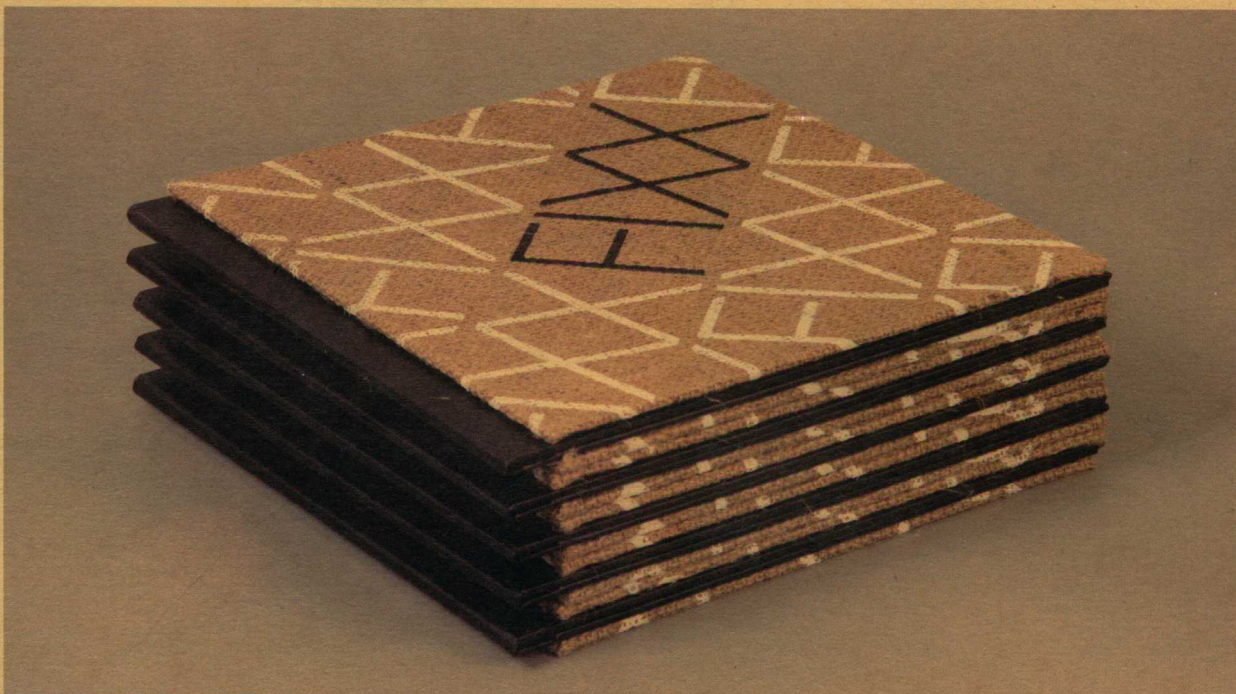
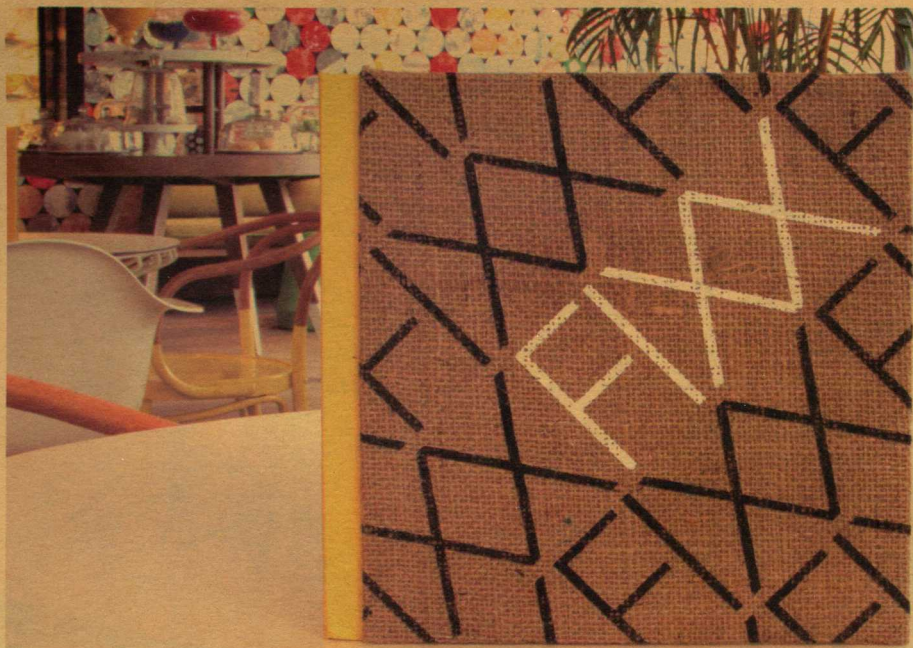
Design There Design (Sydney, Australia)

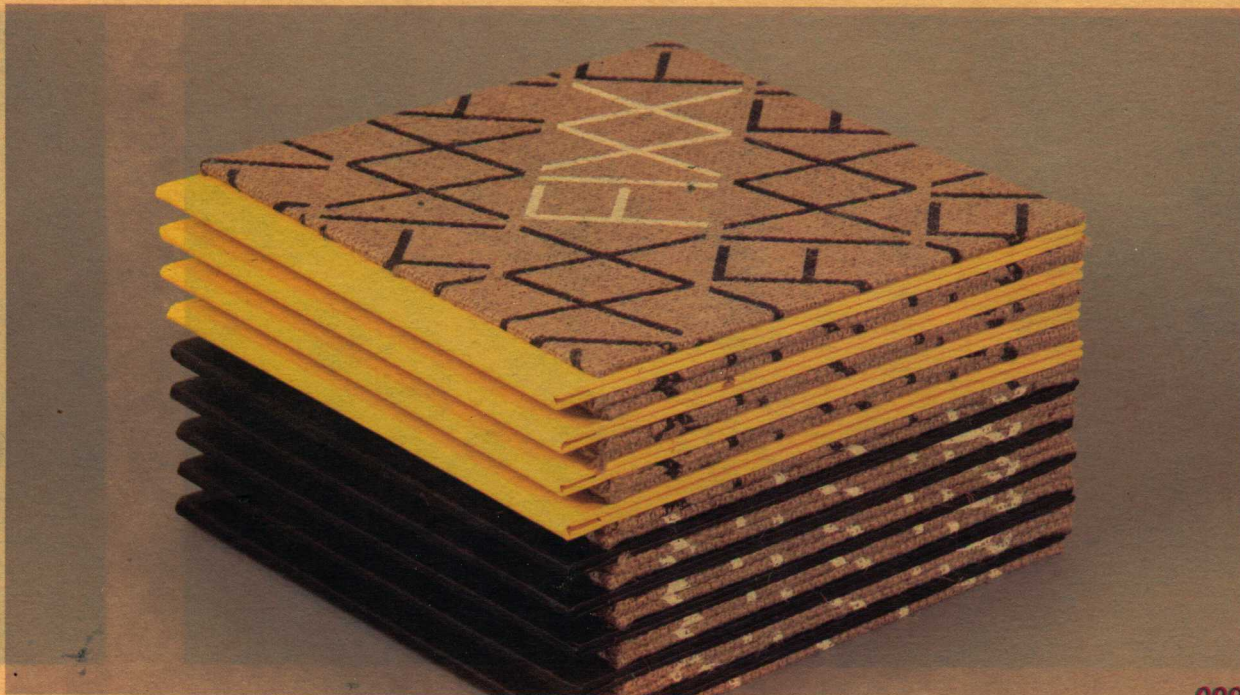
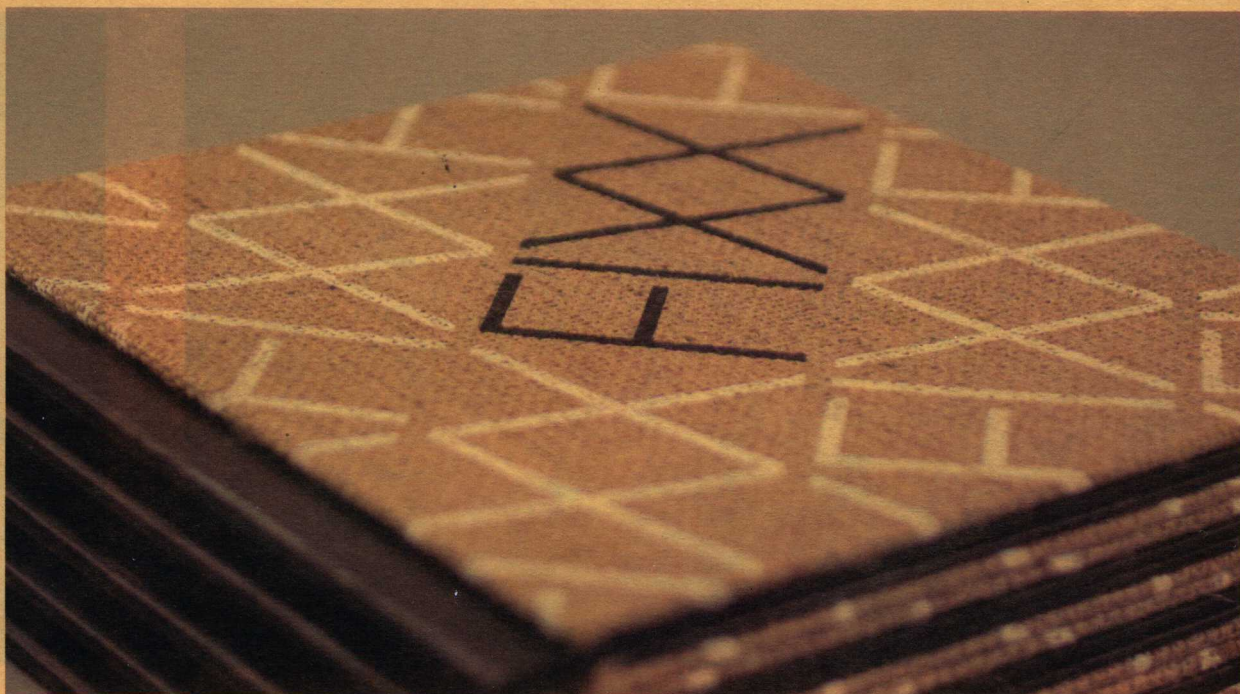
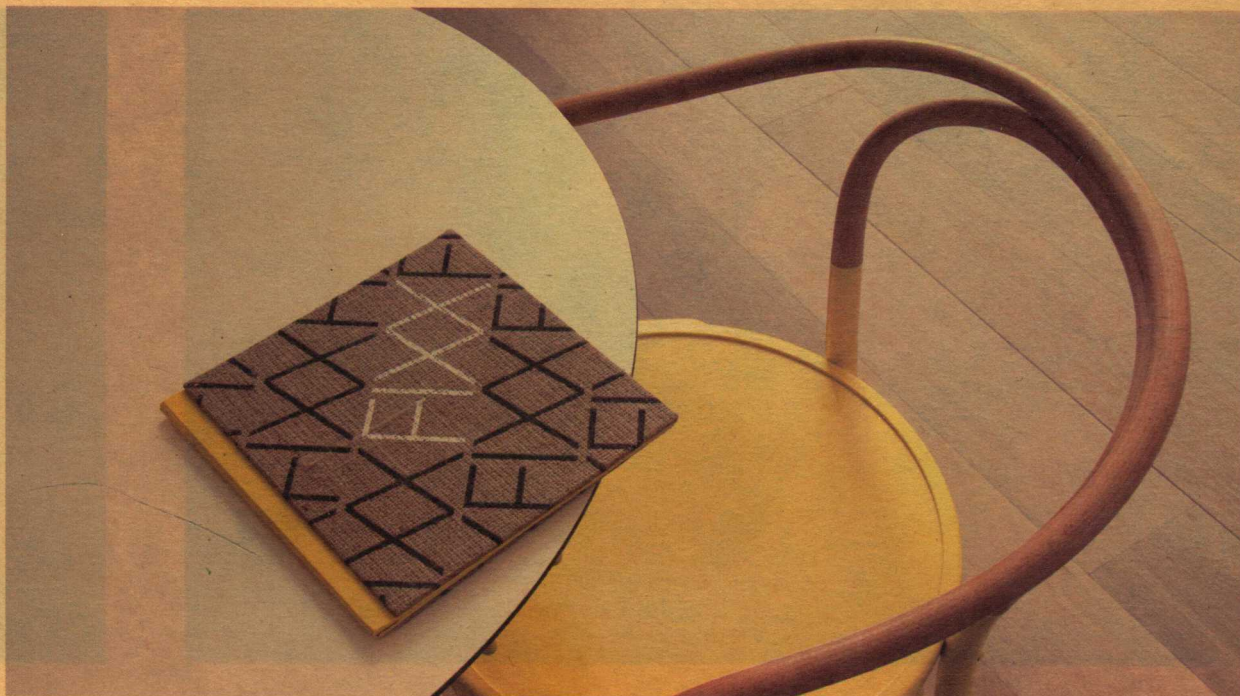
QT Hotels, Gold Coast – Fixx Cafe & Bazaar Restaurant

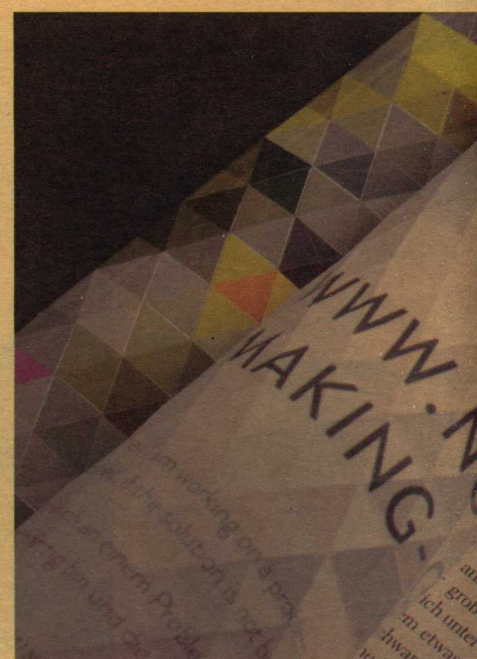
Part of our branding work for QT Hotel, Gold Coast, included creating identity and print materials for its new cafe and restaurant. Complementing the interiors nostalgic 50s/60s Beach Glam theme, raw materials such as hessian and timber, further enhanced with screen printing and laser etching were used to give a distinct, tactile and highly memorable feel, appropriate to the venues.

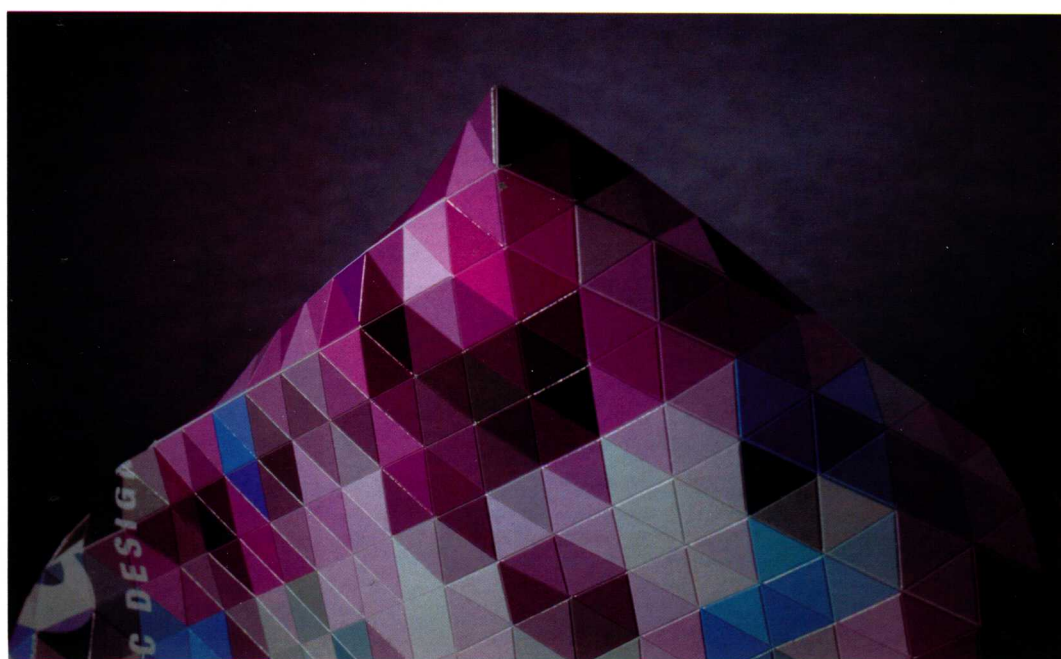
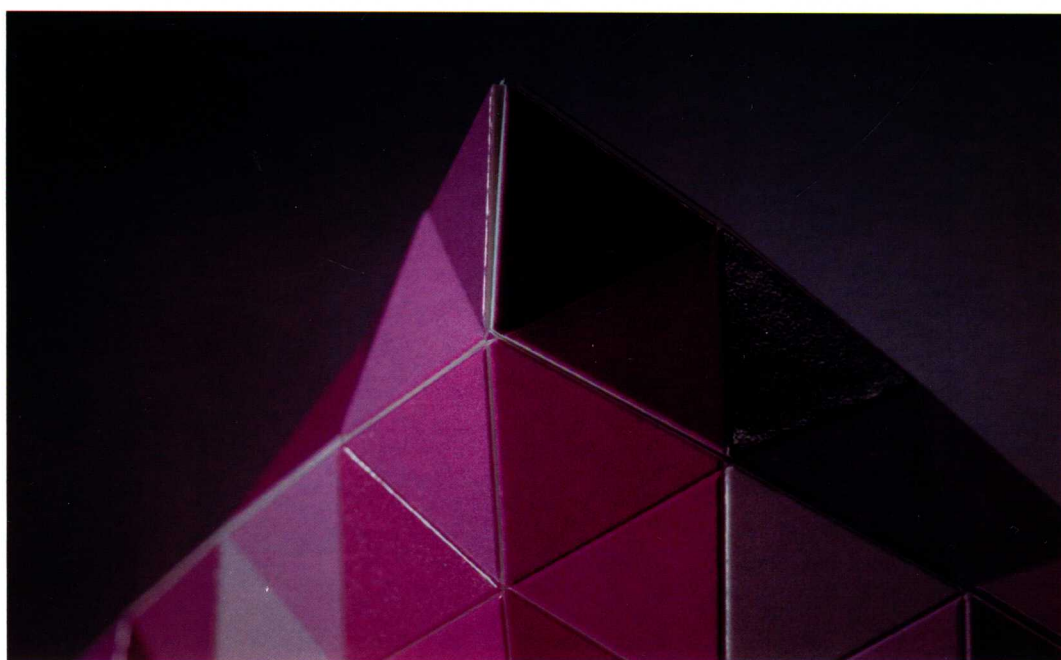
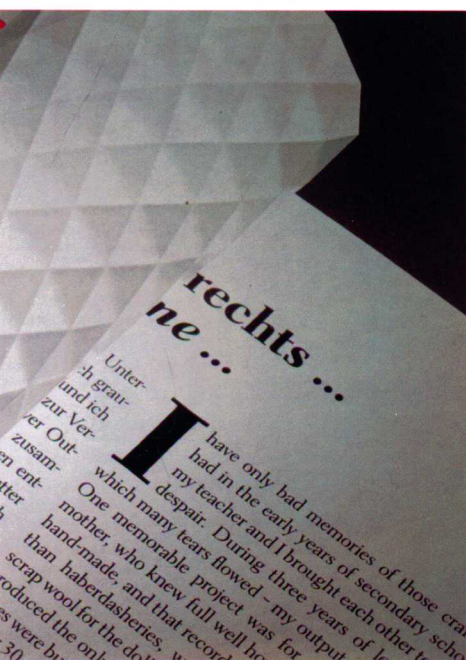
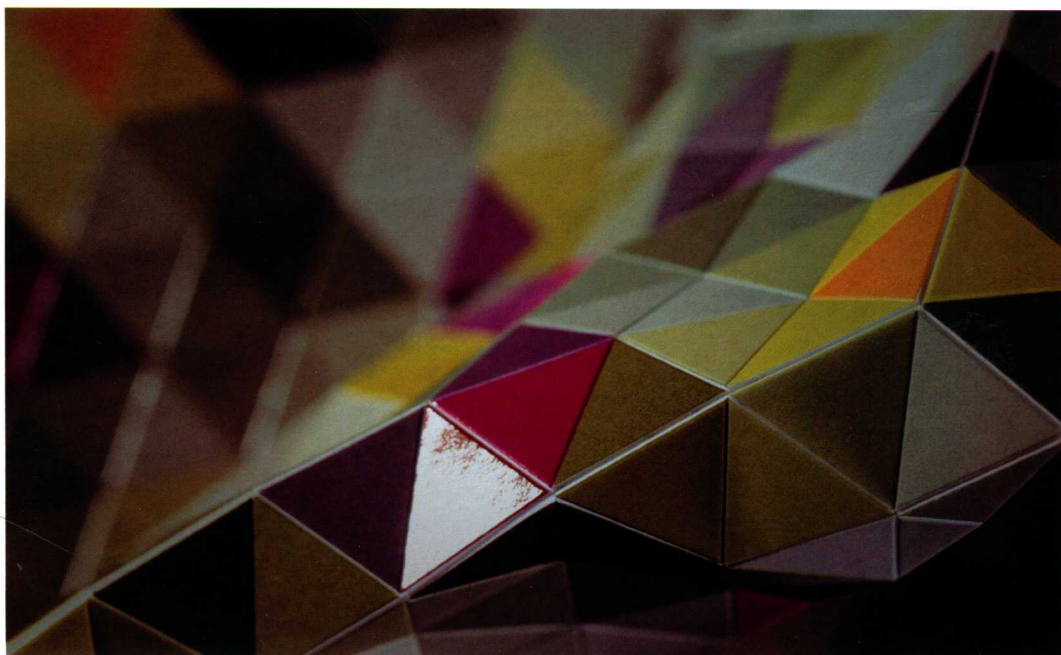














012

SEVEN-ELEVEN

Client Seven-Eleven Japan Co. Ltd.
Design KASHIWA SATO







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014

Tony Petersen Film

Client Tony Petersen Film GmbH, Hamburg
Design Kolle Rebbe / KOREFE, Hamburg

Basis Bibel NT

Deutsche Bibelgesellschaft, Stuttgart
gobasil GmbH, Hamburg

The BasisBibel of the German Bible Association is the first German Bible translation which does justice to the needs of the reader of the 21st century: Close to the original text, concise in its use of language and crossmedially linked. The BasisBibel is made to be read as a book or on screen. The Bible uses clear, concise sentences and a continuous rhythmic language. Each line is a unit of meaning. There are no nested sentences. The design of the book is as consistent and clear, just like the translation itself. Everything is reduced to the cross - the central message of the New Testament and at the same time the most famous brand of the world. The Bible is published in five special colours with partial edge colouring - something unprecedented in the book trade to date.

Designing a Bible cover that would attract young people (e.g. pupils), as well as twentysomethings and adults is a challenge in itself. The design had to stand out among different new German Bible translations entering the market in the same year, so it was even more important to communicate the style of the language, and the particular benefits of the translation. In addition to that, the client had tried to place and sell parts of the New Testament (single books and the Synoptic Gospels) on the German book market for several years, with the same name but different designs and concepts, without success.

We were looking for a design solution that would be as laconic and straightforward as the style of the translation, the language itself. The overall symbol for the Bible and particularly for the New Testament is the Cross. The idea was to reduce the book design to this simple and strong icon - a white cross on a coloured background. The innovation would be that the cross would encompass the whole body of the book, and required a partial coloured edge. It came out that one bookbinding business could realise the technical challenge with the typical India paper in brilliant quality.

