

# PDC GOLD AWARDS

Ten Years Of Excellence In Packaging



By Charles Biondo

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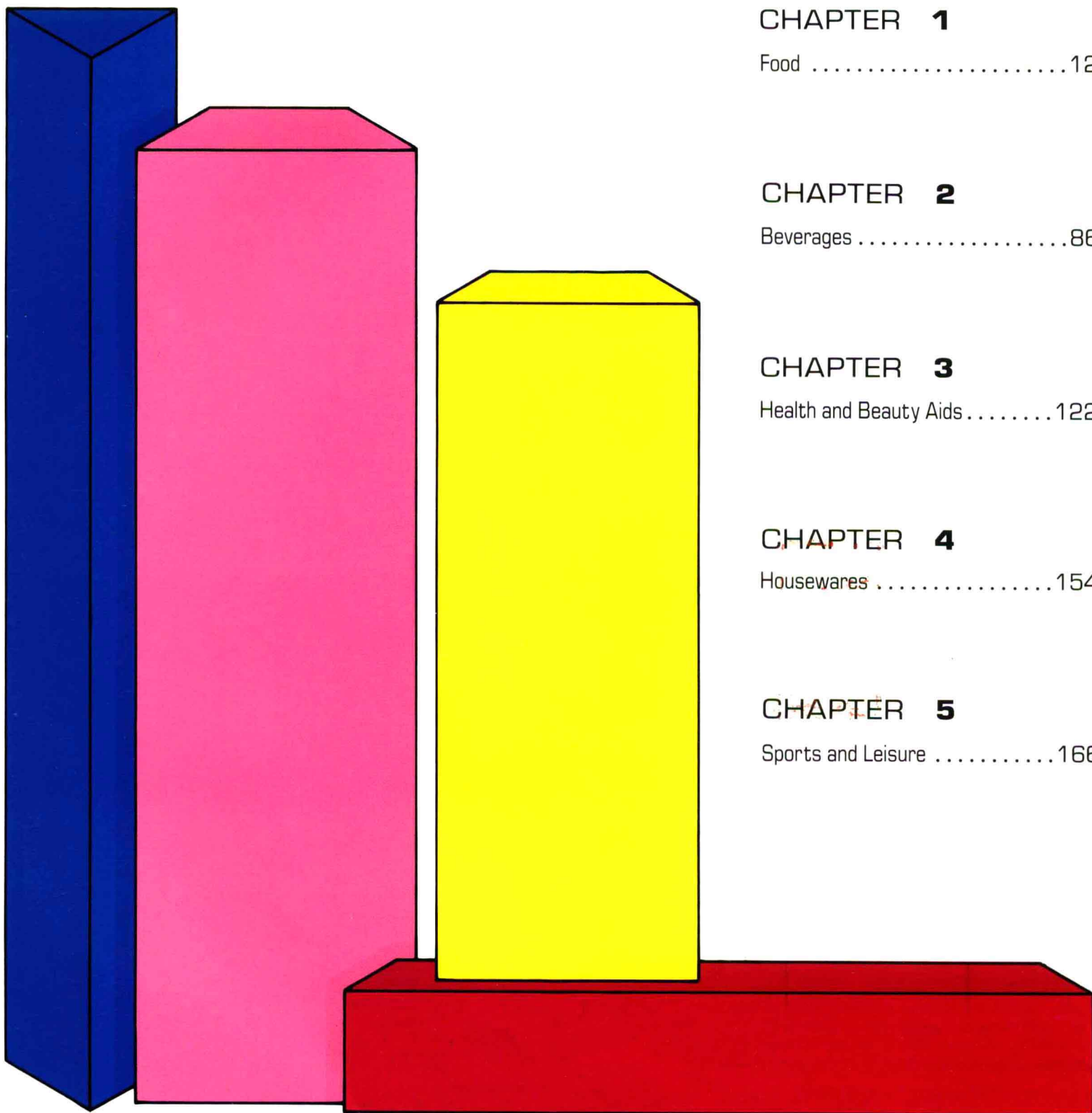
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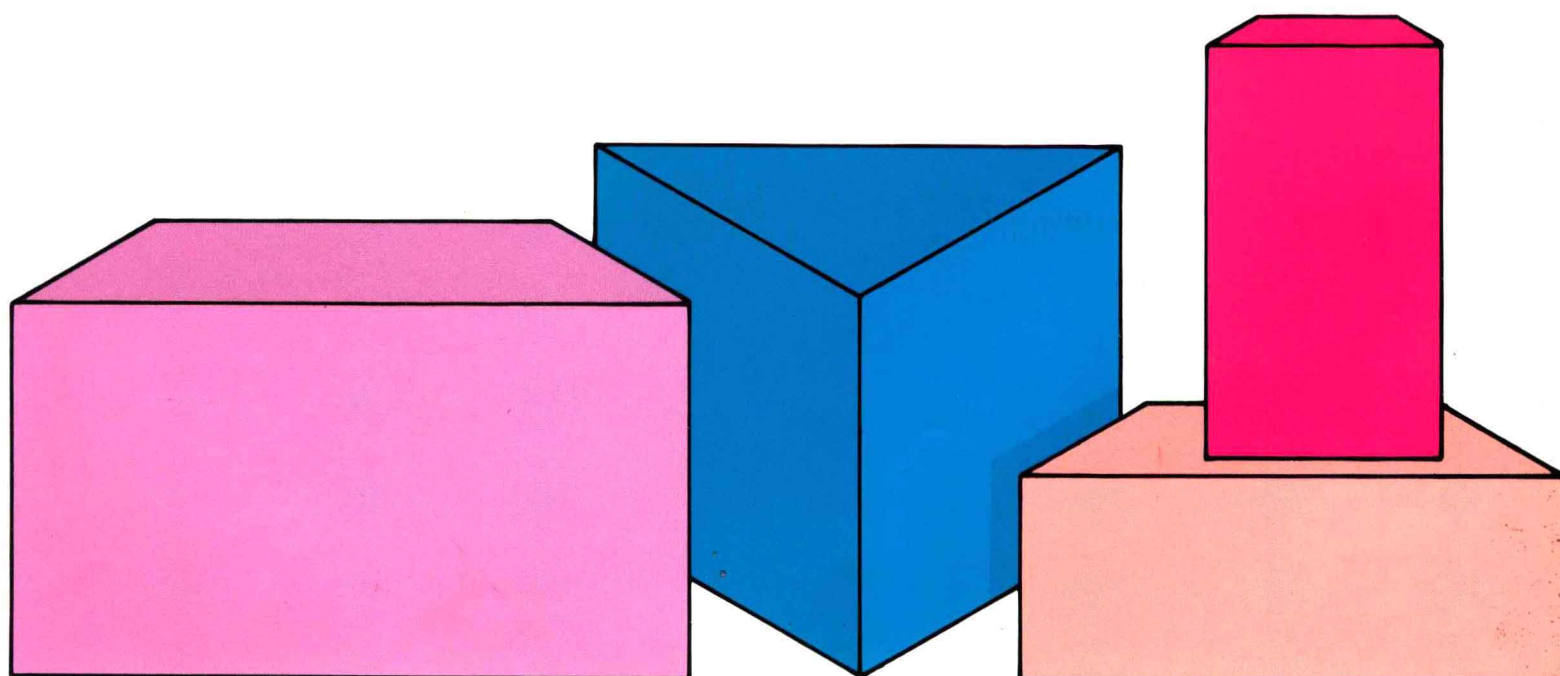
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# PACKAGING DESIGN 4

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Charles Biondo, Design Associates, NY

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**Herbert Meyers**, PDC/Gerstman+Meyers, NY  
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**Lea Liu**, Charles Biondo Design Assoc., NY

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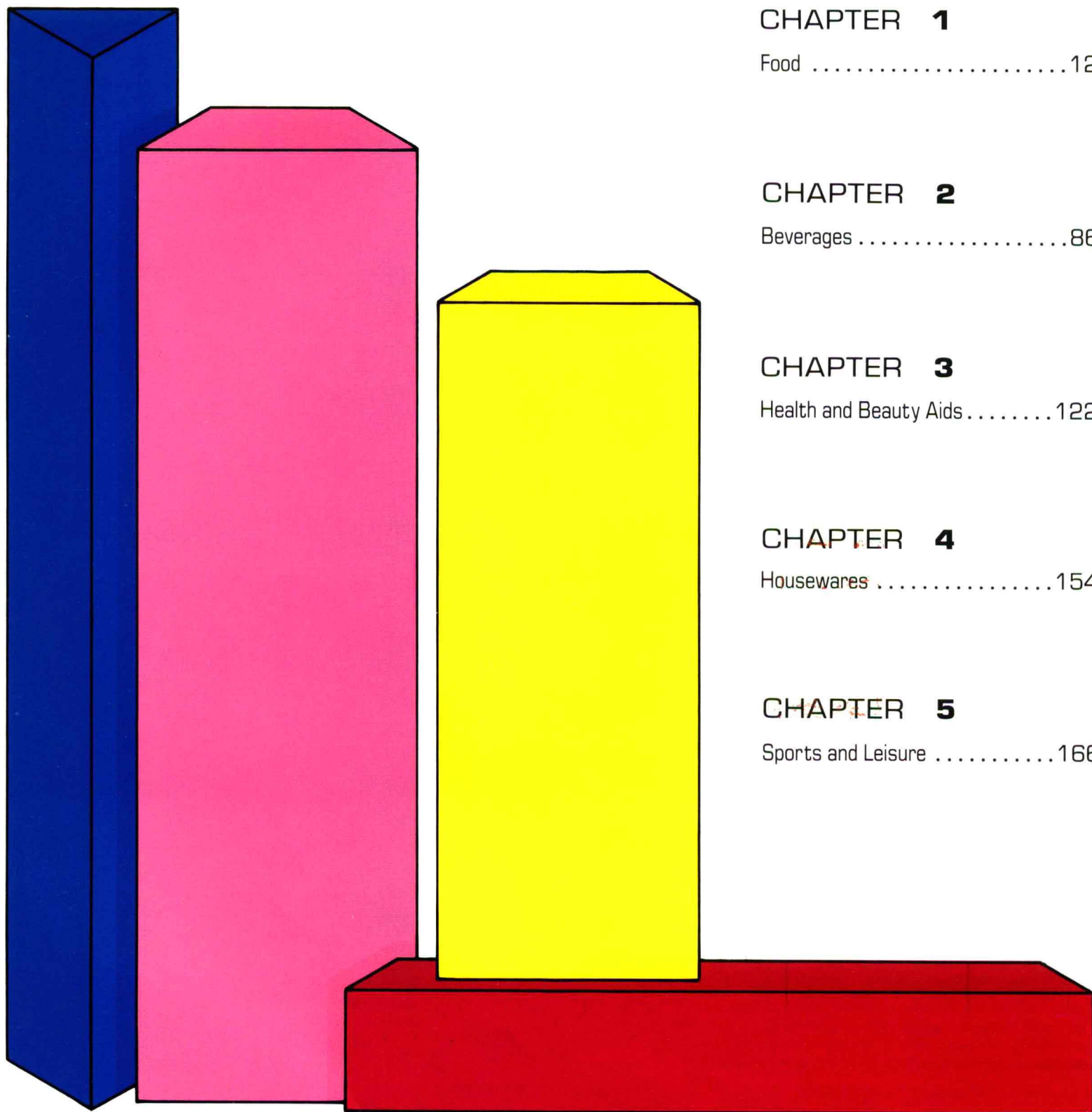
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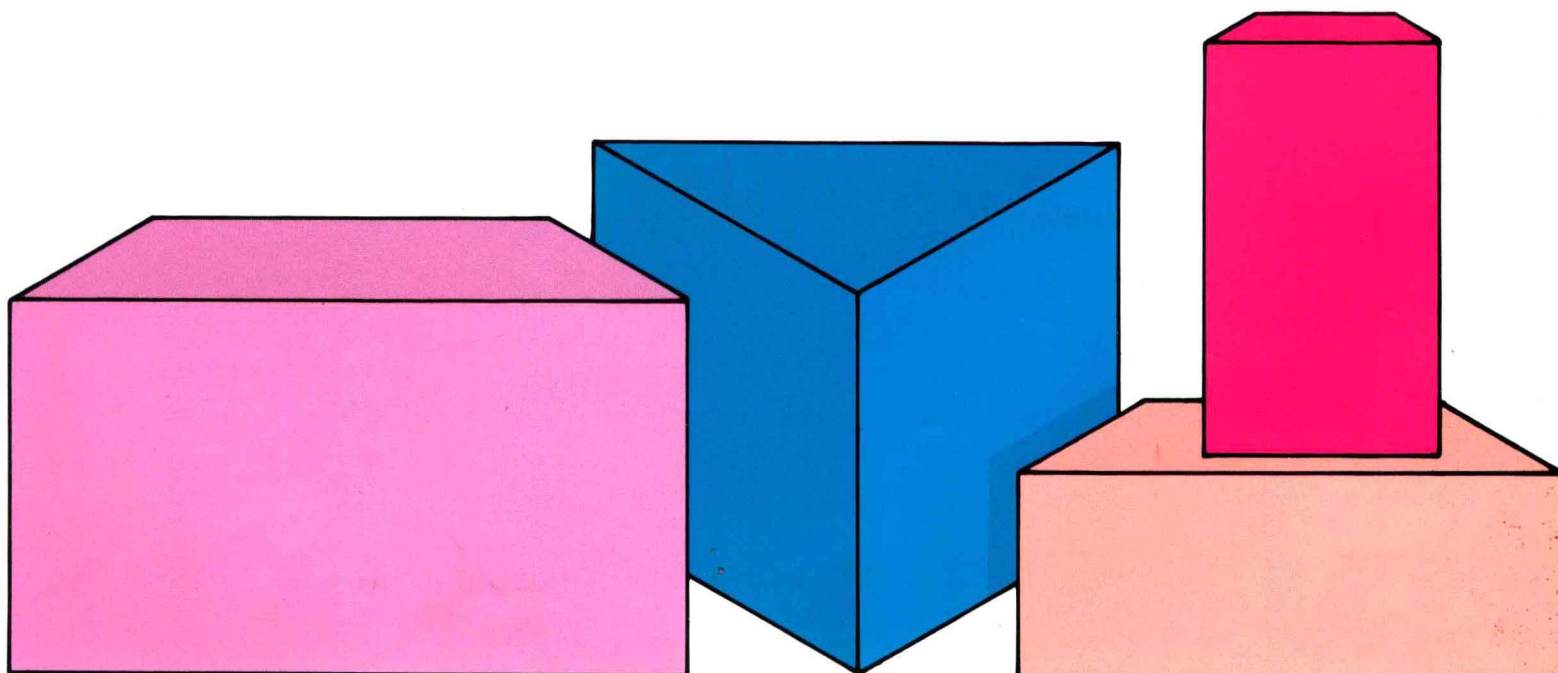
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# FOREWORD

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There is an unspoken language we all understand.

It is a silent tongue that speaks eloquently of life; a mute voice we hear not merely with our ears but also and primarily through our senses of touch, smell, taste and sight.

This language uses a vocabulary of paper, glass, metal and plastic materials and a rich syntax of textures, colors, shapes and sizes to identify, protect, dispense and market every product produced by man and a host of those bestowed to us by nature.

It is an evocative tongue that can appeal to our emotions without ever uttering a sound. It is a language that sets moods, triggers impulses, satisfies hungers and cares for our health. It is at once prosaic and arcane. It can make us laugh. It gives us life's most precious commodity—time.

The history of this language predates any alphabet. Its contemporary lexicon is a testament to its power, expanding daily to meet our ever-changing needs. Its future—far into the millennia ahead—is more certain than the survival of our species itself.

What is this language, this tongue that speaks to us all in native idioms, as though the Tower of Babel had never been conceived nor punished?

It is the language of packaging.

And nowhere is the international and universal language of packaging more eloquently articulated than in the Package Design Council International's annual competition. Here we see gathered from the United States, Japan and Europe containers

whose elocution and purpose is well understood and appreciated even when the copy carried is in some cryptic dialect we are too linguistically feeble to comprehend.

Pause then, as you page through this book, to appreciate the skills of the talented men and women who so ingeniously crafted these containers, and consider the wonder that is packaging, for at its best, it is a language that makes us all at least bilingual.

— Ben Miyares  
*Executive Editor*

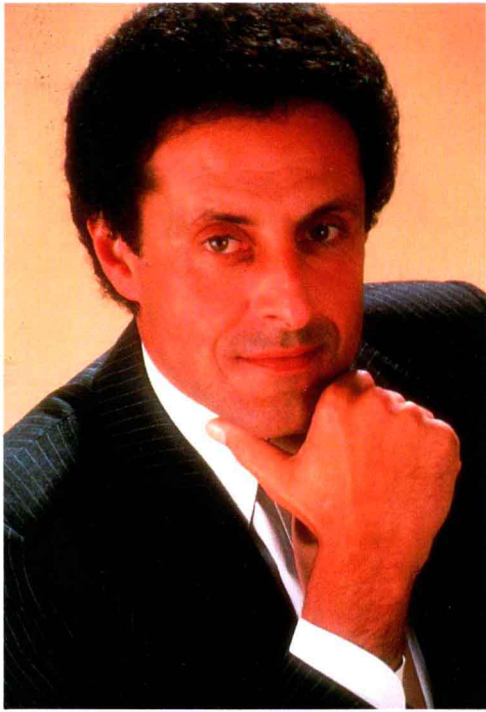
**FOOD & DRUG PACKAGING**

August 1, 1988



# INTRODUCTION

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In 1978 when I first began my term as President of PDC, I heard from my colleagues that there was a lack of good junior designers. It occurred to me that at least one good reason for this, might be that some of the best talents were not attending school because of a lack of funds. The prospects for the future development of American package design appeared rather bleak, for all the technical glitter that was then beginning to come on the scene. Clearly, the future of the profession is not an engineering issue.

Perversely, in a society such as ours, the future of the creative mind and the graphic ability which gives expression to it is not limited by restrictions of artistic freedom, but rather, by the inequities which characterize our economic system. I remember saying to our Board of Directors, "We ought to put our money where our mouth is," in a reference to the plight of talented but penniless young designers. This was the simple genesis of the PDC Gold Awards.

It seemed then, and it still does today, that the most appropriate form to raise funds for scholarships, is a competition of professional package design: not only are the proceeds beneficial to young talent yet to be trained, a competition also provides

the opportunity for "real life" packages to be measured against each other and the highest standards of the profession.

The panel of judges is carefully selected by the PDC Board of Directors and represents the spectrum of expertise required of packaging: marketing executives, corporate and independent designers, as well as editorial and marketing research professionals. The judges invited by the PDC Board of Directors are recognized to be among the best in their respective fields, and neither substitutions nor offers to judge are accepted.

It is my great pleasure to present to you not only the best of past competitions, but also a glimpse of the discriminating creative minds which have been responsible for the selection of the PDC Gold Awards. In this rare collection you will find the writings of many of the jurors on the outstanding features of various Gold Awards, and among the finalists you will find some of the most eloquent designs of the past decade.

Obviously, these Gold Awards represent only the best of what has been submitted; there are innumerable great packages that have never been entered. Therefore, I hope that through the publication of this book those who have not

previously participated will be encouraged to do so, and those who have, will continue to do so. After all, the glory of the PDC Gold Award is transient. Whereas, the endowment of the PDC Scholarship Fund through participation, makes no differentiation between the spirit and intention of the competition: everyone wins. And, that is the point of it all.

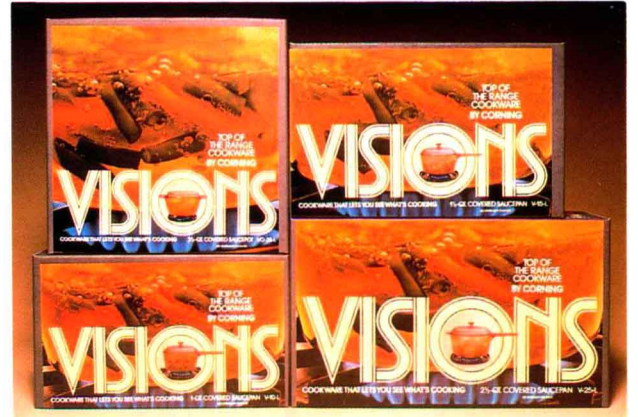
I would like to thank all the participants of these PDC Gold Award Competitions for their generous support of the PDC Scholarship Fund, and in particular, to the judges for their dedication in the giving of whole days to the careful evaluation of each entry. I especially would like to thank the members of the Competition Committee, my staff, and the Executive Director of the PDC Competitions, Lea Liu, who has run this competition since its inception. Lastly, I extend my thanks to our publishers for their kind assistance and solidarity with the profession in undertaking this work.

Cordially,

A stylized, handwritten signature in blue ink that reads "Charles Biondo".

**Charles Biondo, FPDC**  
Chairman  
PDC Competition Committee







# Food

