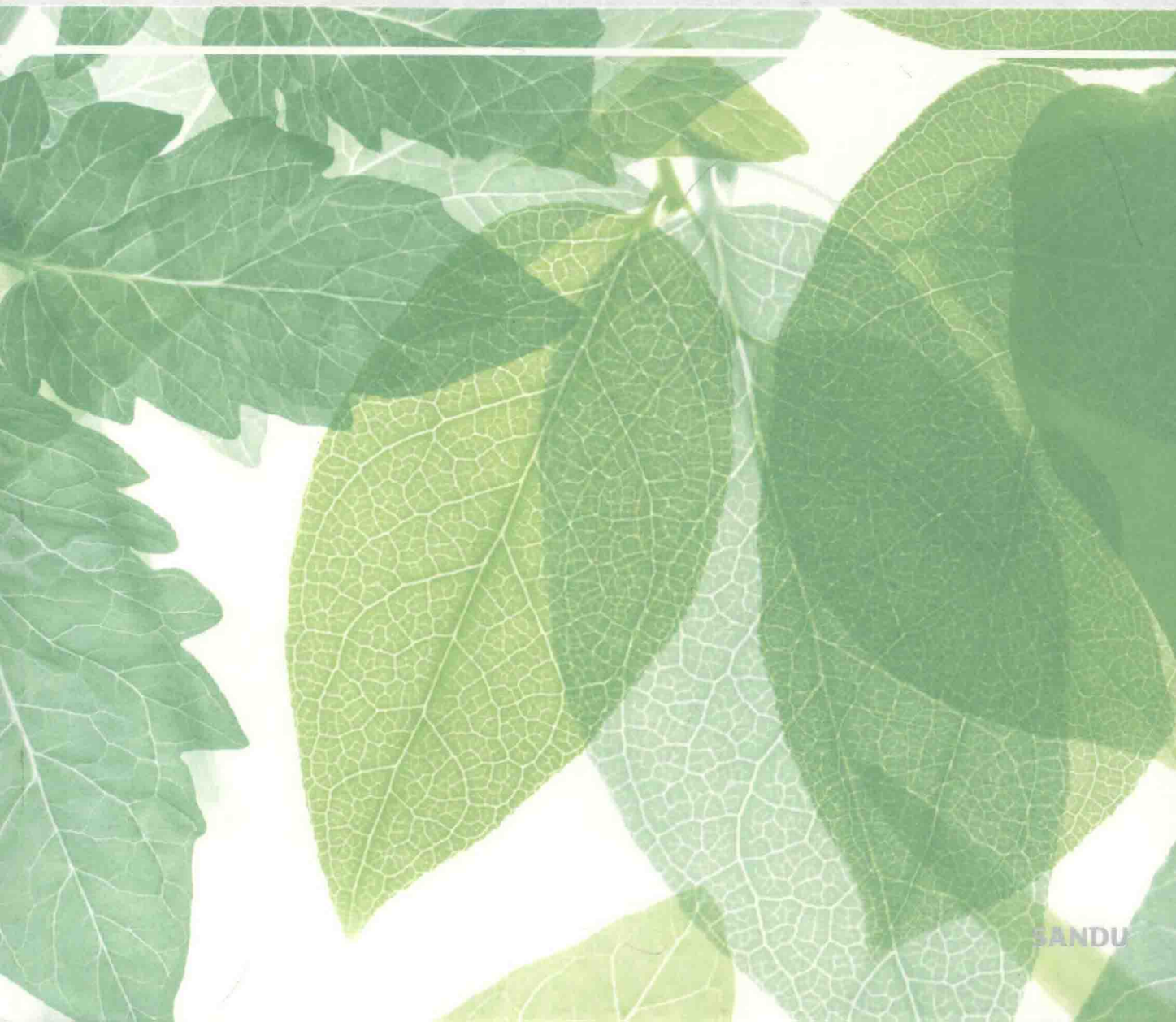




PLANT GRAPHICS

In contemporary graphic design, top designers and agencies use plant graphics to express a variety of functions, aesthetics, and identities. This new trend is beautifully expressed in this book.



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|---|---|
| 006 Preface | 076 Yiyang Black Tea |
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| 014 HAZEL | 080 KIMCHEE restaurant |
| 017 Kana Nakaminami Business Card | 082 Plant a Tree |
| 018 Inside Norway | 084 The Tree Council-Friends of The Tree Council campaign |
| 020 Marianne & Lars Wedding Invitation | 086 Parkettladen |
| 022 "At This Rate" Booklet | 088 Japan for Ecology |
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| 028 JASPI blanc wine | 090 P.I.Y "Plant It Yourself" |
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| 032 Sexologist Business Card | 094 Möoi |
| 034 The Initiative for Bio-Diversity in Arid Regions | 096 Hayford & Rhodes Identity |
| 036 Happy Tree & Co., Ltd. | 098 Bangalô Boutique de Flores |
| 038 Root + Branch | 099 Alternatve - Vintage clothing - Branding |
| 040 Cilsoie PRIVATE BIJOUX | 100 Beautiful Times SPA |
| 042 chamcha Asian Dining | 102 The Bowerbird Group |
| 044 Branding for floresta | 104 MAHO |
| 048 The leaf traditional Chinese medicine series design | 106 In the Cup |
| 050 Herbit | 107 This is Fiction, 2012 |
| 052 Eleven Madison Park | 108 Debonaire Dames |
| 054 Hortiart | 110 Botanica Identity |
| 056 Agromediterránea Package | 112 Botanical Save The Date |
| 058 Siempreviva | 114 Taylor Black branding |
| 060 Breathe Brand Identity | 116 EPB New Identity |
| 062 ACO HUD | 118 Garderobbery |
| 066 Mitsue Tozuka Business Card | 120 Jessica Comingore Studio Rebrand |
| 068 kikiki=forest | 122 601 Artbook Project 2008 |
| 070 Trees | 124 K & K Designbuero Branding Identity |
| 072 Adidas originals grün | 126 Almo Office |
| 074 Cozy Cup | 128 Tomer Zafrani Naturopath ND Identity |

- | | |
|---|--|
| 130 Euphoria | 190 Kotoha with yuica |
| 132 Flowers are Blooming under Your Skin | 192 Flower By Kenzo |
| 134 The Local Vine Menu System | 194 BLOSSOM |
| 136 C. Cosmetics and Care | 196 Garden Lighting Company |
| 138 Milton Deforge Impression Corporate ID | 198 Naturopathica Rebranding |
| 140 CHOW TAN TAN | 200 Sic Herb Kit |
| 142 Xmas Cards 09: Leaves | 202 Victory Garden NYC |
| 144 COTG. Corporate Identity | 204 MOREL |
| 146 Parque da Cidade (City Park) | 206 Rebranding for woodberry's |
| 148 Flip book calendar, Youth service Kranj | 208 Tea & Sympathy |
| 150 Lufhereng | 210 Flowergala |
| 152 Mim & Lea | 212 Institut Parfumeur Flores |
| 154 Fruits & Films | 216 Green LAB Identity |
| 155 Nayara Rampazzo Business Card | 218 Oxygen in the park |
| 156 Field Study Inspired Poster & Card | 220 Mori Chiropractic Clinic |
| 158 Vila Florida | 222 More Trees Exhibition - Feeling the Forest for 12 days |
| 160 Merindades. Gusto Navarro | 226 Green Smile |
| 162 Berlin Paper Company Paper Promotion | 228 Nurturing the 21st CentTREE |
| 164 County Line Harvest Branding & Farm Boxes | 230 Comes Naturally |
| 166 Urban Seed | 232 Summer Sale |
| 168 Chiswick | 233 Index |
| 170 Arantza Loradenda | 240 Acknowledgements |
| 172 John Campbell at Coworth Park | |
| 174 HOLLY BURGER | |
| 176 Las verduras de muchas maneras | |
| 178 Biodiversity Protection | |
| 180 Delish Café Concept Identity | |
| 182 Dell' Albergo Limoncello | |
| 184 Moya | |
| 186 Eibel and Glow Brand Identity | |
| 188 Naturligtvis Identity and Product Line | |

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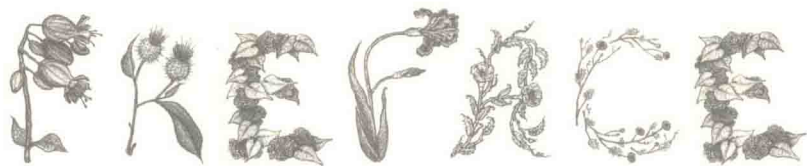
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- 228 Nurturing the 21st CentTREE
- 230 Comes Naturally
- 232 Summer Sale
- 233 Index
- 240 Acknowledgements



What is the best way to communicate the "natural" today, when everyone aspires to be natural? How can a graphic designer successfully communicate eco-consciousness, natural health, and renewable energy through their design?

Plants in graphic design can be flowery and graceful, or they can hint at the health improving properties of nature. They can illustrate flavor or decorate unwanted space. Most of the time, they inform the customer that the product has natural byproducts in it.

I had my first memorable encounter with plant graphics when I bought "special teas" with my mother at Gryningen, an organic health food store in Stockholm. There were products along every wall, from the floor to the ceiling, and almost all of them had elaborate illustrations of plants on them. There were dried herbs, exotic teas, algae-extracts, kelp, vegetable stock, interesting vegetarian food, fruit drinks, essential oils and soaps with all kinds of different flavors and scents I'd never encountered before. My mother bought our Yogi Tea and we left the store.

A few years later I had my first job in a flower shop. I applied because of the intricate interior of the shop and the extraordinarily well-groomed flowers, but most of all because of the sign. The sign was illustrated with a beautiful circle of ivy leaves that wrapped themselves around the shop name. It looked so lush and alive, and I was proud to enter that door every day and carry out my important tasks of watering the plants and re-potting them. I was 12 and I decided I wanted a leaf-covered sign of my own.

When I grew up I didn't become a florist, I became a designer...with a mission.

Today, when more and more consumers are making environmentally and organically friendly choices, it is vital that fresh design reflects those values. Humanity is starting to step away from the industrial era and embrace nature instead. Brian Dougherty's book "Green Graphic Design" talks about the increasing challenge for graphic designers to create a new generation of value-based brands.

Dougherty says, "In addition to creating physical artifacts (all those booklets, brochures, and banner ads), graphic designers also help clients strategize about how to build strong brands and craft communications that resonate with their target audiences. As such, we are message makers. The messages designers make, the brands we build, and the causes we promote can have an impact far beyond the paper we print on."

Plant graphics are important because they cause us to think about nature. In a world where we consume more resources than the Earth produces on an annual basis, sustainable thinking is crucial.

Graphic designers who represent brands that embrace sustainable production should see their work as part of a mission to make the world better. If we cause consumers to change their habits and choose a sustainable product because of the design, then we might have helped change the world for the better.

Last week I went into the same health food store where, 20 years ago, my fascination with natural products began. I saw my design for Naturligtvis on the shelves - an award winning, locally and sustainably produced, organic skin and hair care brand. I realized I had come full circle! To celebrate, the next step might be creating that leaf sign... with inspiration from this book, of course.

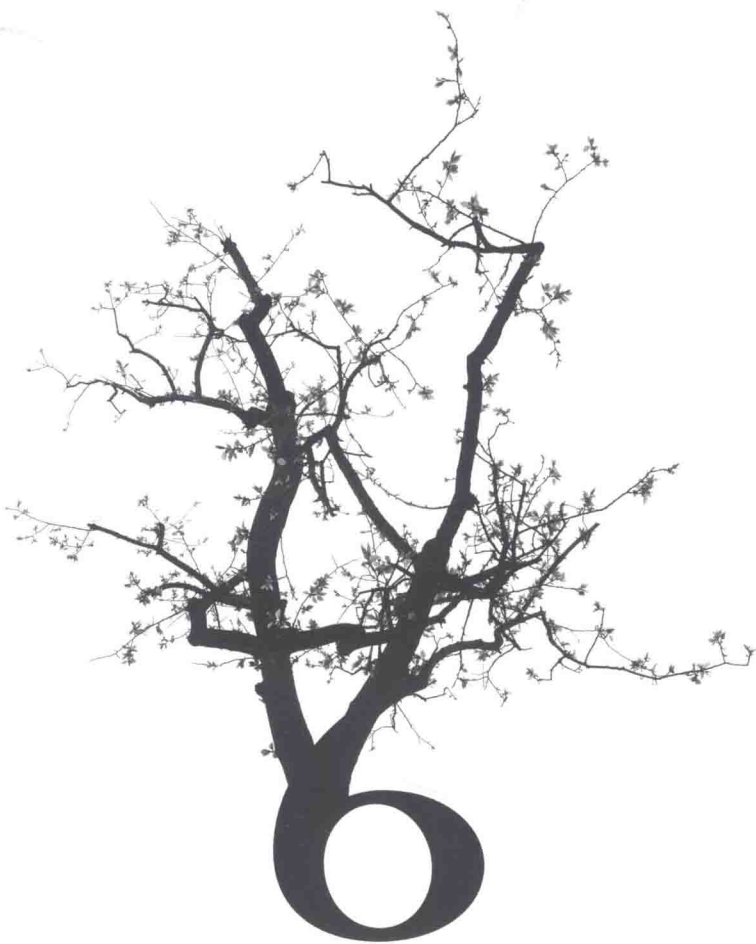


Poster & artwork for "WOW 10" - Art book

Design Agency artless Inc. Designer Shun Kawakami Illustrator Tadashi Ura Photographer Taisuke Koyama, Shun Kawakami Client WOW INC.

"WOW" is a creative production that is mainly a video on advertising and promotion for the company based in Sendai and Tokyo. Five units from WOW came together to collaborate on and publish the art book "WOW10" that celebrates the company's 10 year anniversary. There are two parts of the book: the first focuses on "Reconstruction of the last 10 years" and the second is a projection for "The Next 10 years."





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