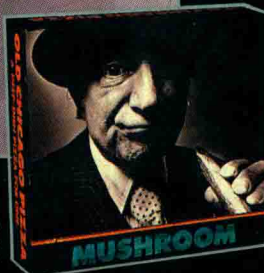


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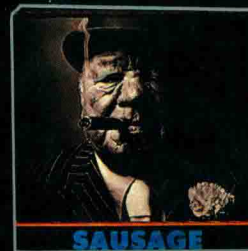
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By Paul Schmitt and The Editors
of Industrial Design Magazine



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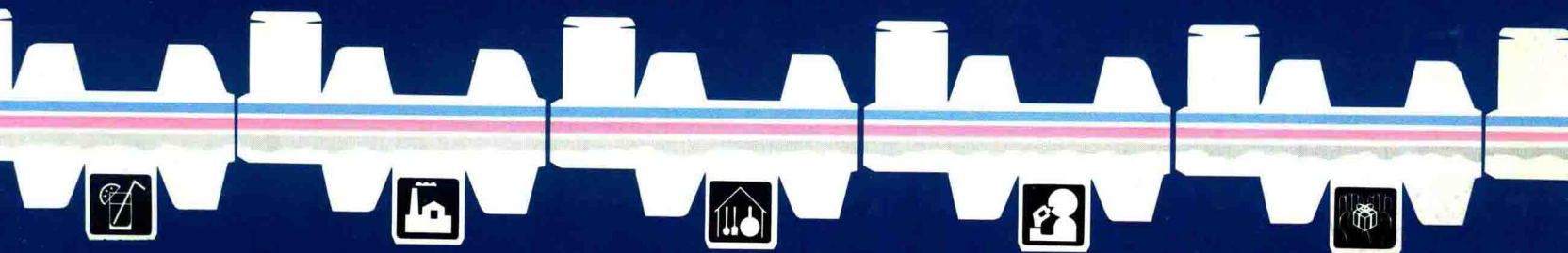
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PBC International, Inc. NEW YORK



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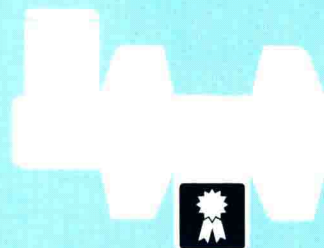
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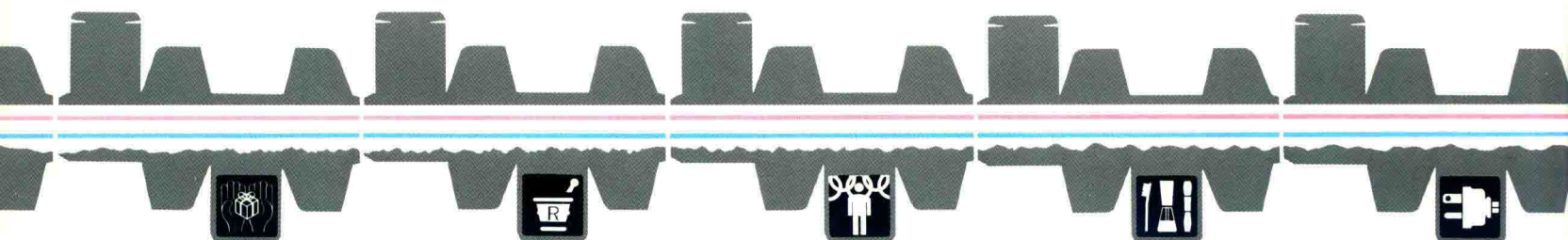




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"Essentially the shaping of taste is the
essence of merchandising, whether it is
of detergents or cars or books or objects
of fine and decorative art."

RUSSELL LYNES,
author of *The Tastemakers*,
in *The Phenomenon of Change*



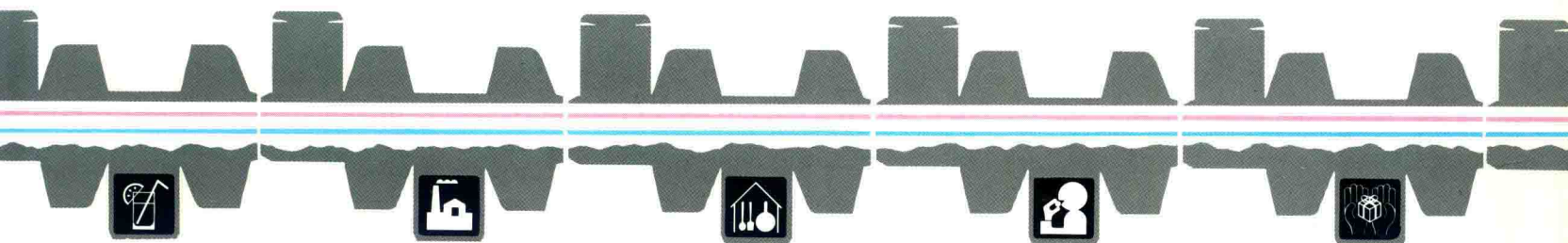
Foreword

The purpose of *Packaging Design 2* is to present the outstanding designs in packaging of the early 1980s. It is not encyclopedic, for there is no attempt to document each product category. The collection, *is* comprehensive, however. It is composed of examples which have received special recognition or which represent a successful solution to a contemporary packaging problem. To gather material for this edition, we relied heavily on the American graphic design community and the editors of *Industrial Design Magazine*. The question of merit is always difficult. Even when a group of editors is involved, with consultation from an expert designer like Paul Schmitt, subjective influences—such as aesthetics, fashion, taste, and the reputation of the designer or manufacturer—come into play. Criteria vary, even within sections. In some cases, a package represents such an advanced and wonderful solution that to include it seems absolutely right. In other instances, product differentiation is subtle and the reasons for inclusion obscure. Such disparate conditions are inevitable in any large

collection. In a major survey such as this—with more than 500 projects—it is impossible to embark on a case study approach and to report the constraints, conditions, and rationale that apply to each package. In this second edition, however, we have added a few lines to each project to describe the marketing objectives and articulate something about the solutions. This helps put each project into context, and set it in a “real life” situation so that you can better evaluate the finished package.

R.McA.

Publisher, *Industrial Design*



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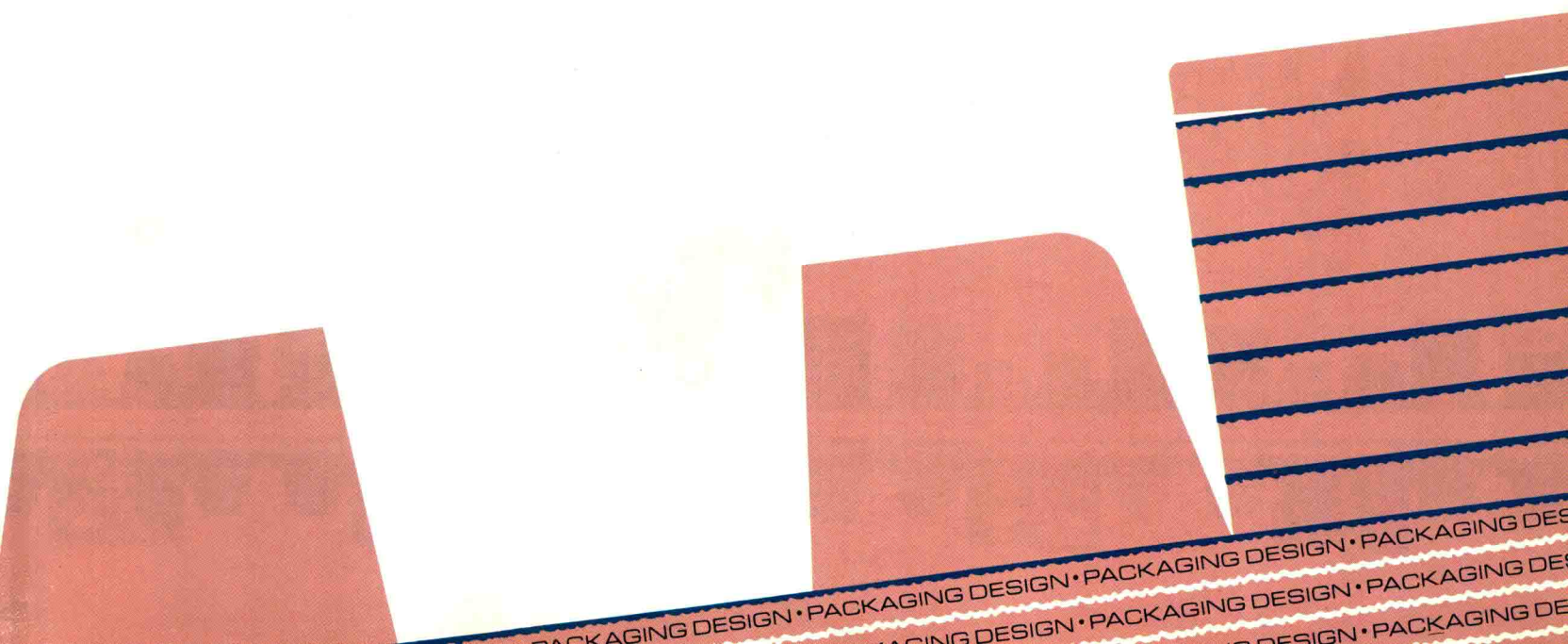
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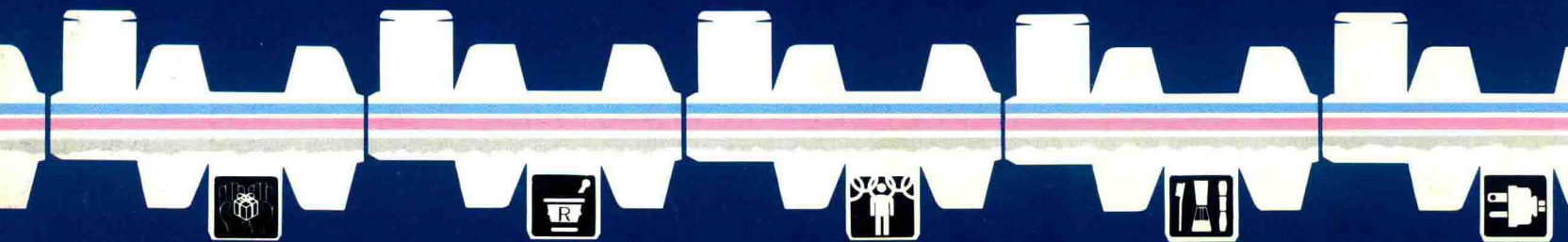
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PBC International, Inc. NEW YORK



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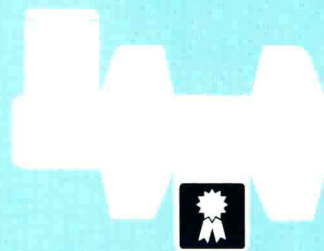
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