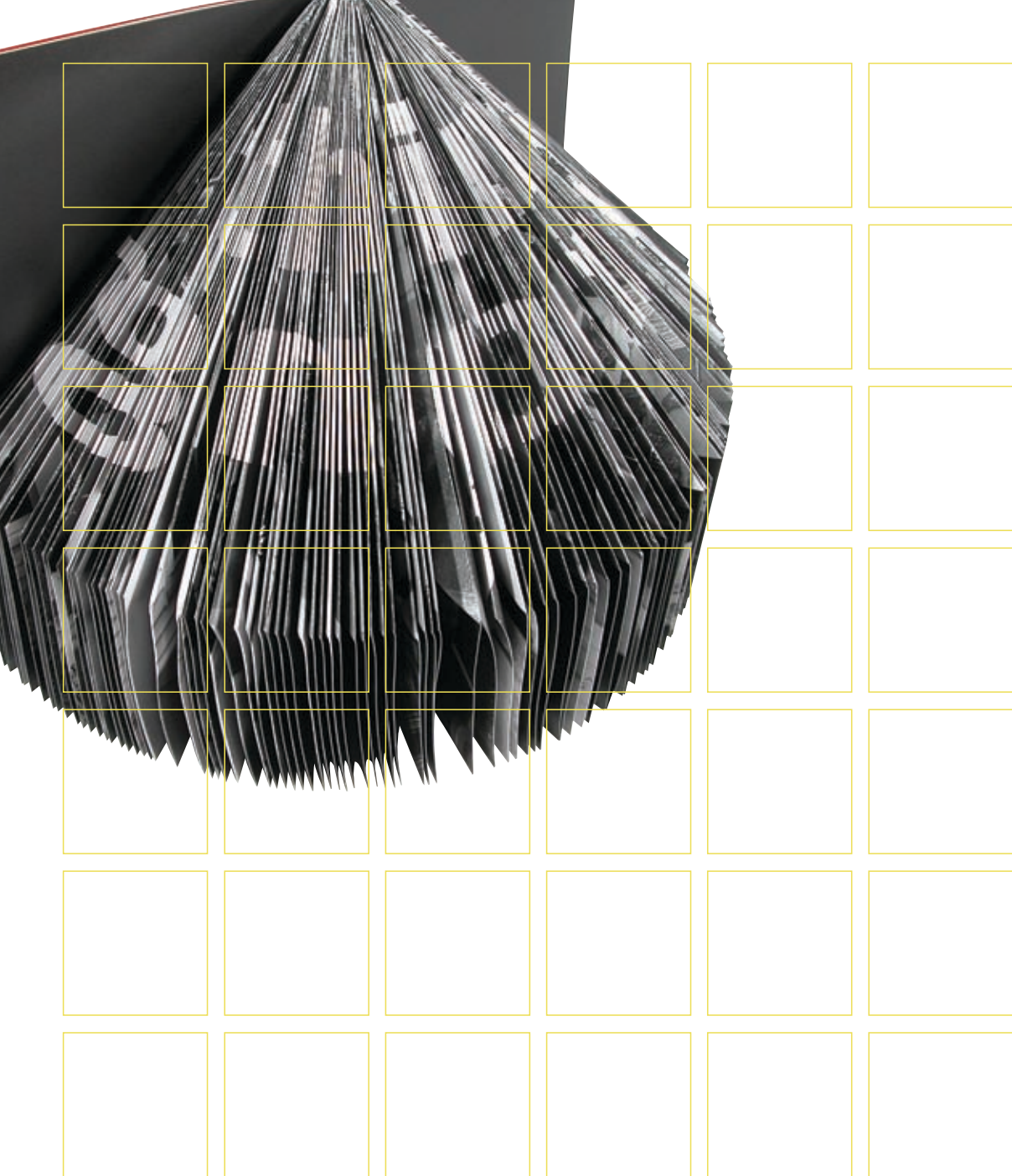


THE DESIGNER'S PACKAGING BIBLE



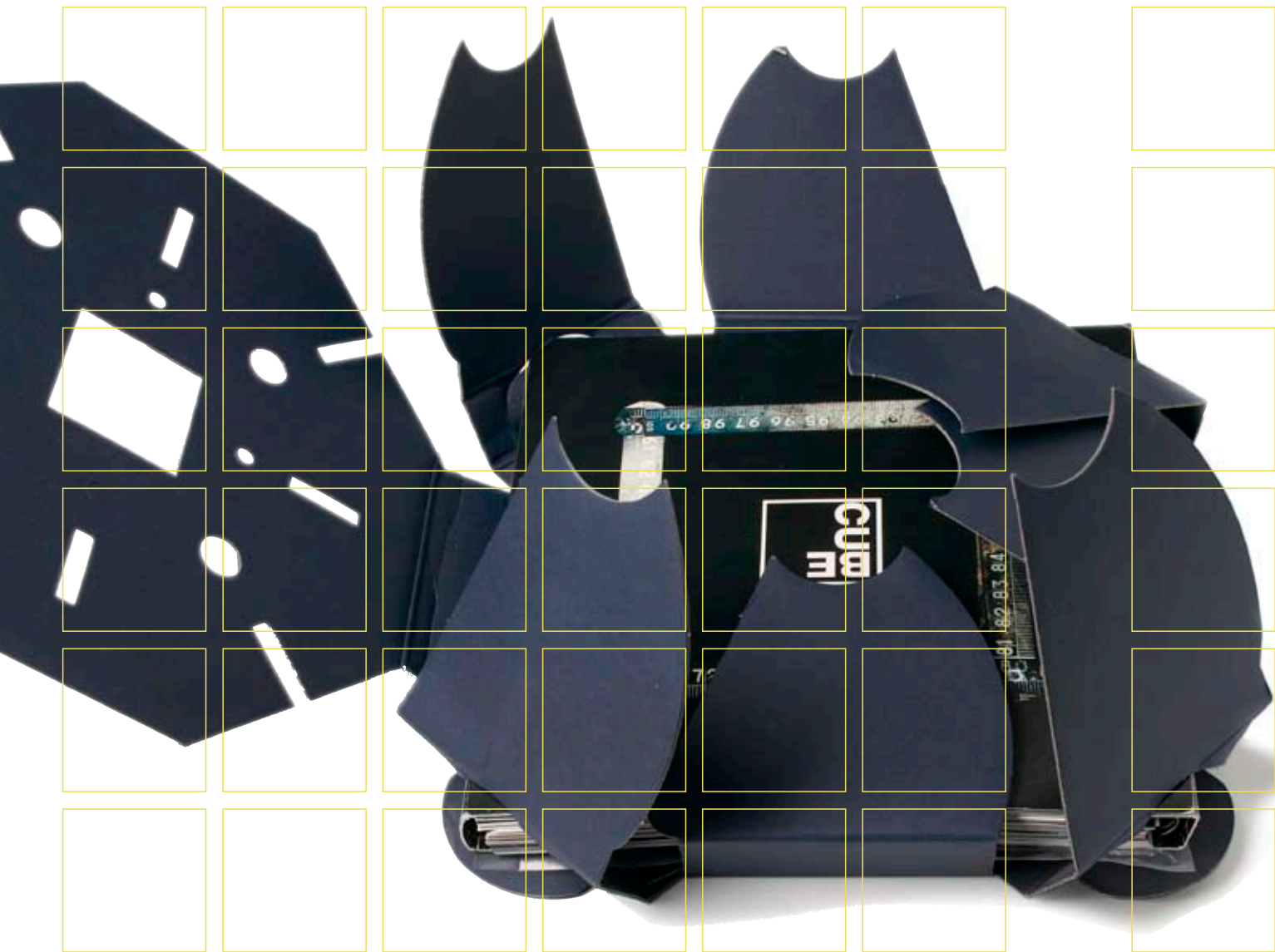


THE DESIGNER'S PACKAGING BIBLE

CREATIVE SOLUTIONS FOR OUTSTANDING DESIGN

COMPILED BY
LUKE HERRIOTT





A RotoVision Book

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INCLUDES BAGS, BOOKS, BROCHURES, CALENDARS, CATALOGS, CD PACKAGING, COMPANY REPORTS, DESIGN MANIFESTOS, DVD PACKAGING, FLYERS, GREETINGS CARDS, GIFTS, INVITATIONS, LABELS, LEAFLETS, MAGAZINES, PACKETS, PAMPHLETS, PROMOTIONAL MAILINGS, *AND MANY MORE.*

FEATURES WORK BY BASE DESIGN, BROWNS, BRUCE MAU DESIGN, CARTLIDGE LEVENE, CYAN, EGGERS + DIAPER, FABRICA, FARROW DESIGN, FRAME, FROST DESIGN, IDN, INTRO, IRMA BOOM, JOHNSON BANKS, KESSELSKRAMER, MADE THOUGHT, MARC NEWSON, MOTHER, NB: STUDIO, NORTH, PENTAGRAM, PHIL BAINES, SAGMEISTER INC., STATE, THE ATTIK, THE DESIGNERS REPUBLIC, THE KITCHEN, TOMATO, WHY NOT ASSOCIATES, WOLFF OLINS, UNA, *AND MANY OTHER INTERNATIONALLY RENOWNED DESIGNERS.*

SPECIAL FEATURES KEY

- | | | | |
|--|---|--|--|
|  SPECIAL INK |  SPECIAL BINDING |  EMBOSSED |  ADD-ON |
|  FOLDED |  DIE-CUT |  SPECIAL MATERIAL |  TEXT |

			BOOKS AND MAGAZINES		

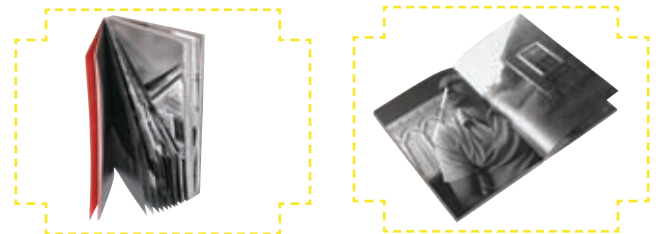


010

DESIGNER: Irma Boom**PROJECT:** Gutenberg-Galaxie II**DESCRIPTION:** This chunky design monograph, on and by the Dutch designer Irma Boom, features a double-hinged cover, making it two books in one.

011

DESIGNER: Bohatsch Graphic Design**PROJECT:** Delugan_Meissl 2**DESCRIPTION:** Two separate case-bound books linked with a double-hinged cover. The clever binding allows both books to be read independently while enabling some spreads to work across both volumes.



DESIGNER: Project M Team

PROJECT: *Project M*

DESCRIPTION: This book of images is designed to reveal a secret message when the top corner of each page is folded into the spine.

013



DESIGNER: Intro

PROJECT: *The Colour of White*

DESCRIPTION: This book is contained within a substantial, white, cloth-covered slipcase, with the title of the project embossed on the surface.

012



DESIGNER: Base Design

PROJECT: *Women'secret look book*

DESCRIPTION: The loose pages of this fashion book are held together with just a rubber band. This is kept in position by a notch that has been cut out of the top and bottom of each page.

015



DESIGNER: Blast

PROJECT: *Workout 2004*

DESCRIPTION: Section one of *Workout 2004* is a standard saddle-stitched booklet, bound into the outer cover. Section two features loose-leaf pages bound into the outer cover with a thick rubber band.

014

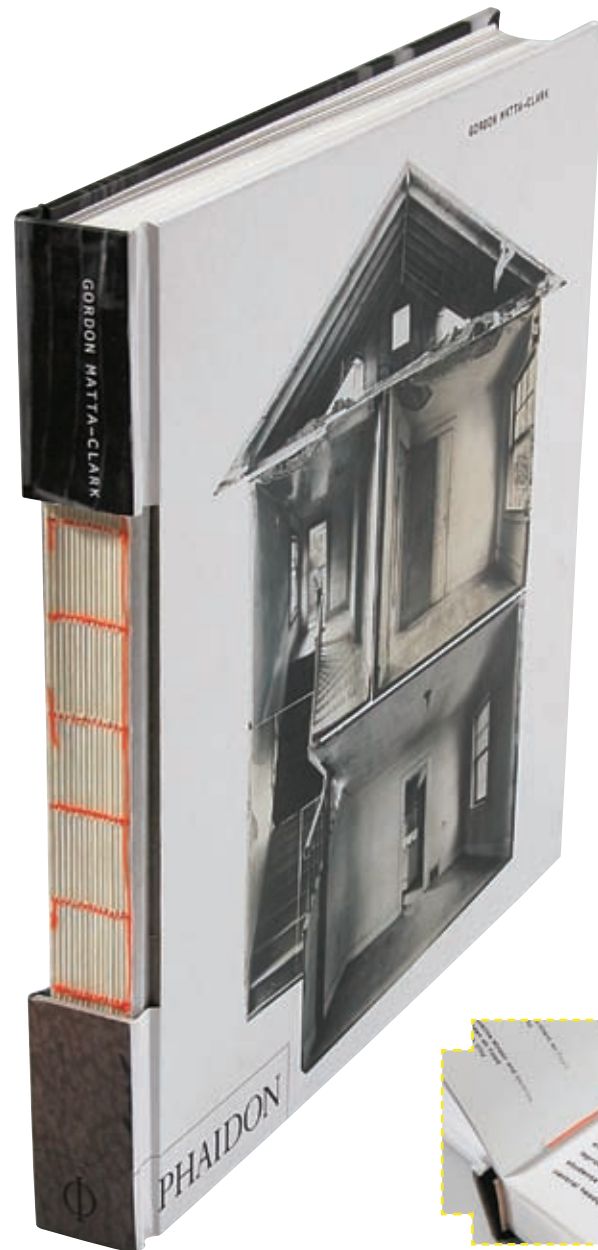


DESIGNER: Chicks on Speed

PROJECT: *It's a Project*

DESCRIPTION: This experimental book contains a variety of different sized pages. The erratically cut cover is just the start of the random cut-and-paste aesthetic of this book, which comes packaged in a cloth bag.

017



DESIGNER: Julia Hasting

PROJECT: *Gordon Matta-Clark*

DESCRIPTION: This artist's monograph has a section cut out of its case-bound spine to reveal its construction. Brightly colored section threads have been used, giving the spine a greater beauty.

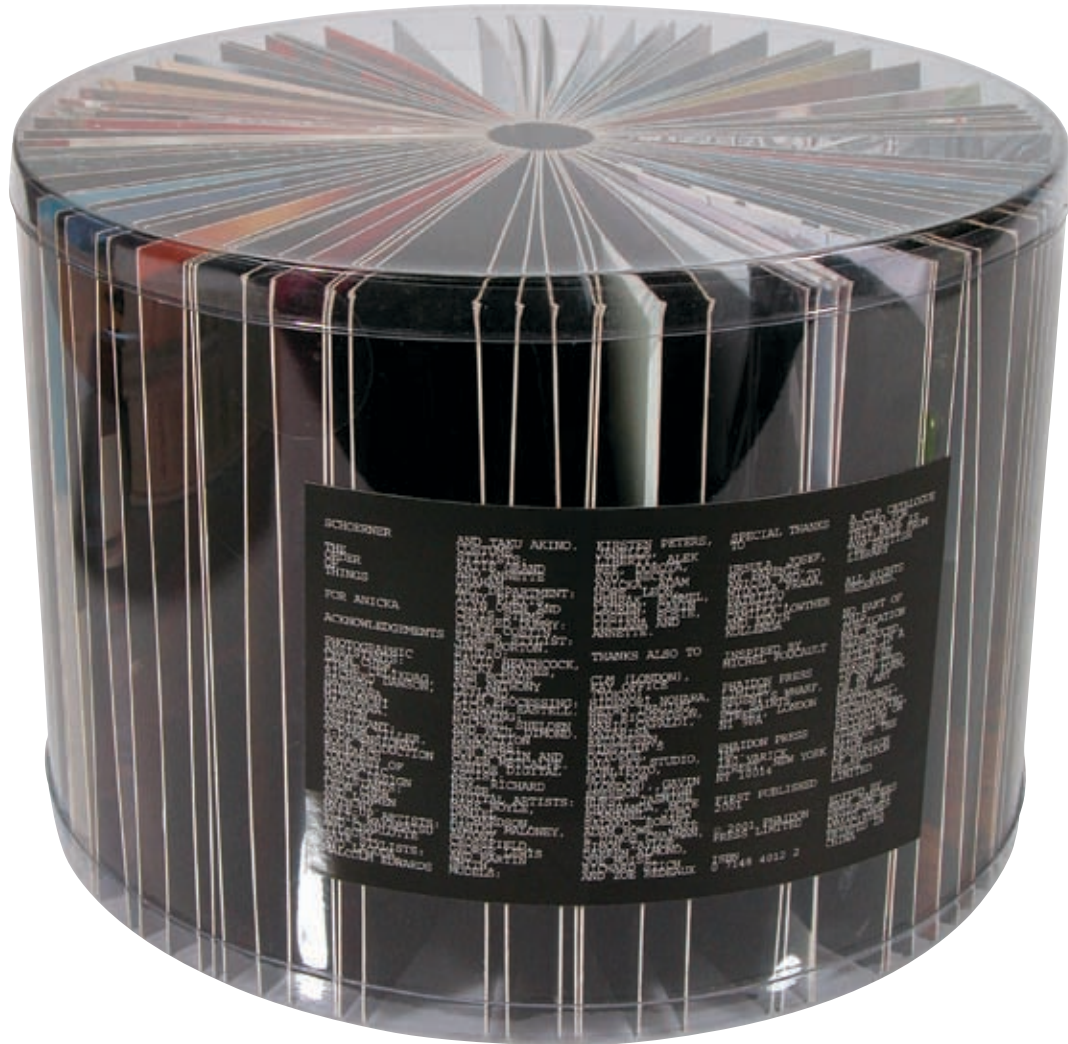
016



DESIGNER: Sagmeister Inc.

PROJECT: *Sagmeister*

DESCRIPTION: This book comes in a translucent, red, plastic slipcase, and the image on the front cover is of a calm Alsatian dog. However, once the slipcase is removed, the dog is transformed into a wild monster.



DESIGNER: David James Associates

PROJECT: *The Order of Things*

DESCRIPTION: This unique photographic book has no beginning or end, no title page or cover. The spine runs through the center of the book.



020

DESIGNER: Robert Schäfer**PROJECT:** *Das Buchobjekt*

DESCRIPTION: This book comes packaged in a specially-made, white, corrugated cardboard box. Once the box is opened, the book is revealed cradled within a nest of shredded paper off-cuts.

021

**DESIGNER:** Fabrica**PROJECT:** *Mail Me*

DESCRIPTION: Two books beautifully contained within a custom-made, thick cardboard box. The packaging offers more than just protection—it forms the true cover of the books within.



DESIGNER: Hamish Muir

PROJECT: *The Phaidon Atlas of Contemporary Architecture*

DESCRIPTION: This huge architecture book, vast in both scale and weight, is contained within a specially-made, clear plastic case. The design of the case includes a handle to make the book easier to transport.

023

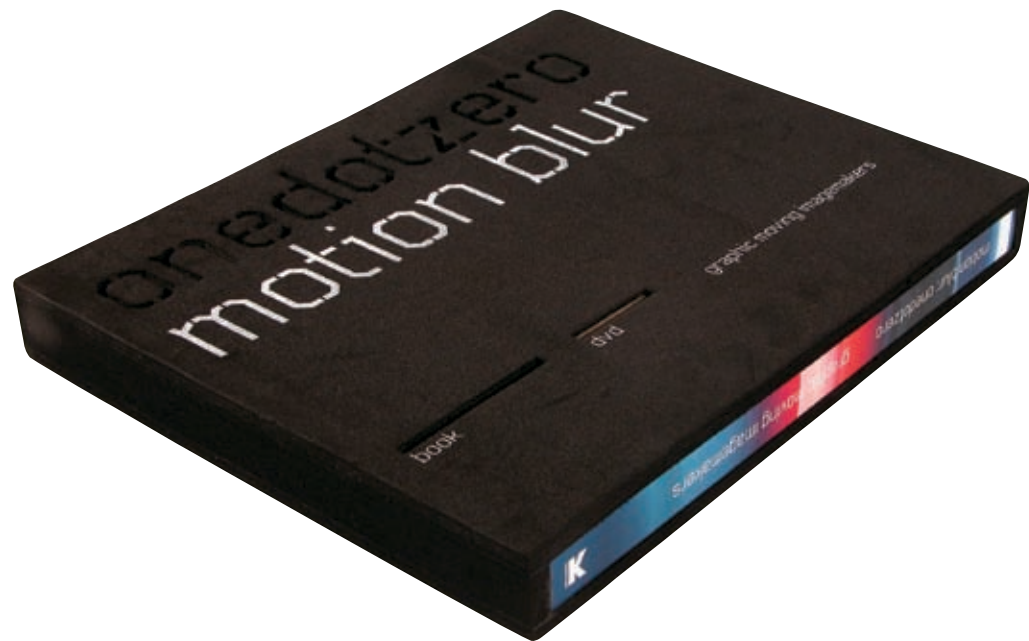


DESIGNER: Fabrica

PROJECT: *A Book About Food*

DESCRIPTION: This limited-edition book is packaged in a take-out tinfoil box. Fitting neatly inside, the result is a total package that instantly reflects the book's content.

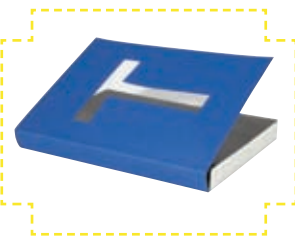
022



024

DESIGNER: State**PROJECT:** *Motion Blur*

DESCRIPTION: This book and DVD of new media work are housed within a custom-built slipcase of black high-density foam. The title has been laser-cut into the foam to reveal fragments of the book's cover.



025

DESIGNER: Atelier Roger Pfund**PROJECT:** *Hundert T Variationen*

DESCRIPTION: Reminiscent of an old cigar box, this highly unusual top-loading slipcase creates a striking and eclectic taster for the book itself, which features 100 different responses to the letter T.



026

DESIGNER: Sagmeister Inc.**PROJECT:** Mariko Mori: *Wave UFO***DESCRIPTION:** This book about the Japanese artist Mariko Mori, is enclosed in a white, translucent slipcase of polypropylene.**DESIGNER:** Sagmeister Inc.**PROJECT:** Zumtobel *Annual Report 01 02***DESCRIPTION:** The cover of this annual report for the lighting company Zumtobel features special plastic extrusions on both the front and back. The uncovered spine spells out the company's name.

027



DESIGNER: Eggers + Diaper

PROJECT: *Spoon*

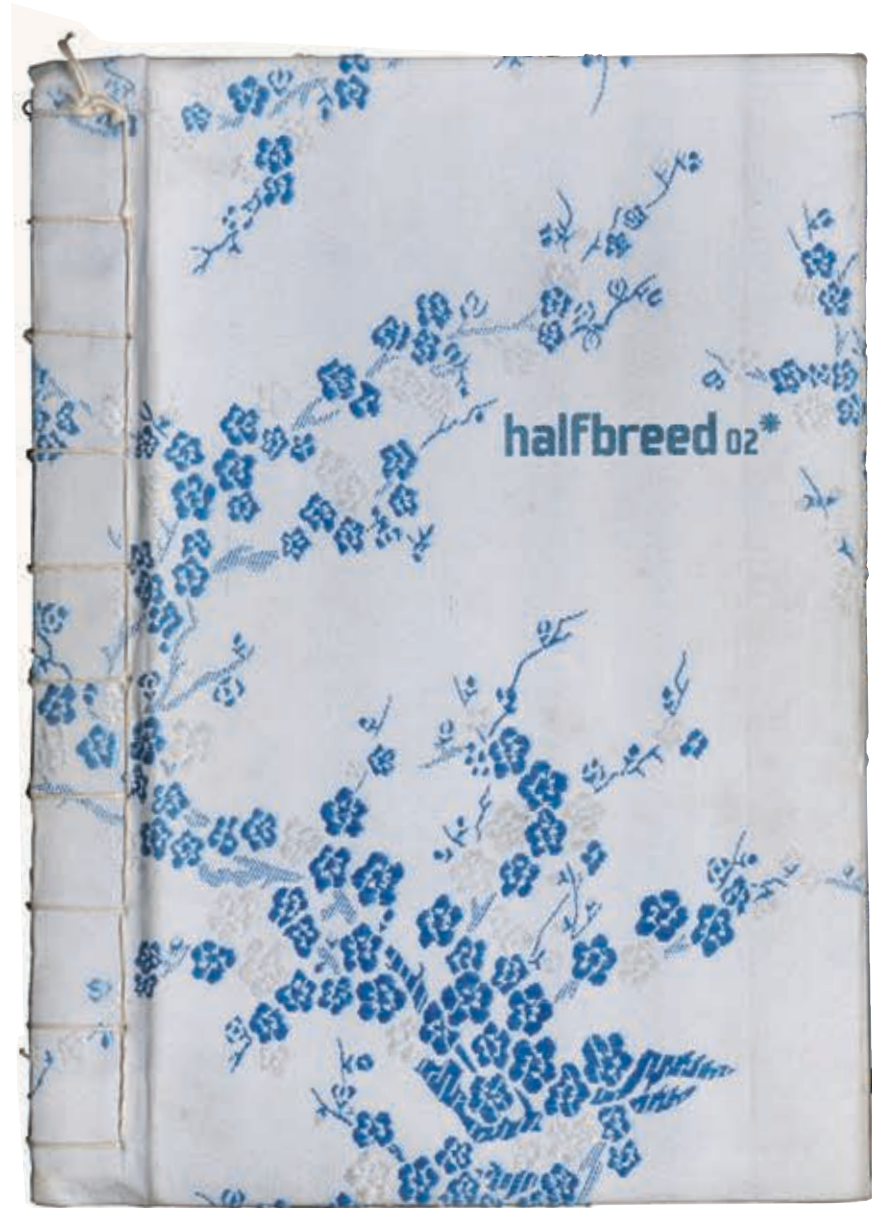
DESCRIPTION: This striking cover was created by stamping the title onto machine-bent sheets of metal. These sheets are bound to the book's endpapers causing the pages to follow the contours of the cover.



DESIGNER: Hideki Nakajima

PROJECT: *Ryuichi Sakamoto: Sampled Life*

DESCRIPTION: This package was produced to accompany composer Ryuichi Sakamoto's opera *Sampled Life*. It is comprised of four books and various loose-leaf elements housed within a special cardboard box.



DESIGNER: Helena Fruehauf

PROJECT: *Halfbreed 02*

DESCRIPTION: The cover of this self-initiated book project, features an embroidered, cloth-bound case that has been hand-stitched around the outside of the spine.

031



DESIGNER: Paula Scher at Pentagram

PROJECT: *Make it Bigger*

DESCRIPTION: Visually illustrating the title of this designer's monograph, the large-scale typography extends beyond the limits of the book's format. The type is printed off the cover and onto the edges.

030



DESIGNER: Visionaire Magazine

PROJECT: *Love, Visionaire Issue No. 38*

DESCRIPTION: This unique issue of *Visionaire* magazine is packaged in a customized Tiffany box, which is tied with a white ribbon.



DESIGNER: Julia Hasting

PROJECT: *Cream and Fresh Cream*

DESCRIPTION: These two art books have been packaged in a way that suggests preservation of their fresh, contemporary content. *Cream* has been vacuum-packed, while *Fresh Cream* is packaged in a cushion of air.