



# The Package Design Book

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432 Seiten

### Kurzbeschreibung

This title includes packages that carry a punch ranging from beverages to fragrances via hardware and electronics. Taschen has teamed up with Pentawards to produce the most comprehensive publication on package design available. Anyone working in retail, household products, foods, fragrances or related industries knows that - whatever its intrinsic merits - a product is only as good as its packaging. Featuring over 250 projects in more than 40 categories from around the world, this book offers the broadest possible perspective on the current evolution of package design and how it influences consumer behavior. Featuring the world's best packaging with in-depth case studies, it analyzes how ground-breaking designs are developed by top design and branding offices. Divided into chapters by type - beverages, electronics, food, health & beauty, homecare & hygiene, luxury, pharmaceutical, store & retail - and indispensable for design and marketing professionals, advertisers, or anyone interested in this field, this book explains how to package a product that sells. Über den Autor und weitere Mitwirkende

Pentawards is the first and only worldwide competition dedicated to packaging design in all its forms, open to anyone associated with its creation and/or marketing. Aside from prize-giving, Pentawards' mission is the worldwide promotion of packaging design among companies, media, economic and political authorities, and the general public. Further information: <http://www.pentawards.org/> Julius Wiedemann was born in Brazil, studied graphic design and marketing, and was an art editor for digital and design magazines in Tokyo. His many TASCHEN digital and media titles include Animation Now!, Advertising Now! the Web Design series, and 1000 Favorite Websites.

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