



Boxed and Labelled Two!: New Approaches to Packaging Design

R. Klanten, M. Hübner

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The suggestive power of packaging as a communication tool. Packaging is the face of a product. Packaging not only gives a product its visual identity, but it can also determine where that product is placed on a crowded store shelf and can be the crucial factor in determining our decision to buy. Over the last few years, however, the understanding of the role of packaging has changed. In the past, packaging was thought of as an extension of the product's print advertising campaign--as a mere projection screen for established logos and brand messages. Today, packaging is considered to be a self-contained facet of an overall communication concept. *Boxed and Labelled 2* documents the main strategic directions that exist in current packaging design--all of which address a longing for "truthfulness." One of these directions is an increased tendency to emphasize the tried and true values of a product, for example, with a retro look that aims for an "Ah, just like grandma used to make!" reaction. Another direction is down-to-earth rather than in-your-face packaging, including unostentatious solutions made of recycled paper that play up a product's connection to nature. On the other end of the design spectrum, there is also packaging that gives a product a distinct look and feel through a very playful use of graphic design, patterns, and illustration. Because our relationship to food products has changed so drastically in the last few years, especially in regard to the importance we place on the source and quality of ingredients, the majority of the examples in *Boxed and Labelled 2* are food-related. But other examples from a wide spectrum of products also highlight the traits that distinguish those on the cutting edge of the evolution in packaging concepts. Although the work in *Boxed and Labelled 2* ranges from minimalistic to whimsical, from clear-cut to ambiguous, all of the featured examples deliver their own unique brand values and experiences. With its inspiring and entertaining selection of products that stand apart in the competitive marketplace, this book is a compelling exploration of the communication power of state-of-the-art packaging design today.

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