



Package Design Now!

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Practically everything you buy comes in some sort of package - some are just functional, while others strive to be as innovative, elegant, and eye-catching as possible. This book features package icons from Apple iPhone to De Beers diamonds, that reveal the hard work dedicated to deliver these products with intense appeal, including in-depth case studies about package design developments.

This encyclopedic resource, divided into chapters by type (beverages, electronics, food, health & beauty, homecare & hygiene, luxury, pharmaceutical, and store & retail) explores the work of top design and branding offices from all around the world. Also included are chapters on material and processes. It will prove indispensable for design and marketing professionals, as well as anyone who wants to know more about what makes a great package.