

*Book Review***Designs That Are Working Today**

A marketing executive once explained to me why some perfumes are more successful than others. "It's the bottle," he said, adding that such aesthetic considerations often have little to do with the physical product, and in this case, the aroma.

Perhaps fittingly, it's no small coincidence that the cover image of the exquisite new book, *Package Design Now!* (Taschen) is adorned with a Gucci Eau de Parfum bottle when it's chock full of the design stories of not only luxury goods, but also food, liquor and beverages, personal care and beauty, electronics, and retail.

Despite the title, the book, which has absolutely nothing to do with *Package Design* magazine, boasts beautiful photography well printed on high-grade stock capturing a wide array of packaged good brands, well representative of the global marketplace.

Each highlighted product lists the responsible party for design, the client, awards, materials, manufacturing process and year.

Co-editor Gisela Kozak is a design consultant and lecturer originally from Argentina who learned much of her trade while working in Japan and now is based in London. She laments in her introduction that so much of packaging design is focused on style and not enough on its utilitarian aspects.

The book, however, is somewhat curiously organized, putting eight case studies in the front of the book, covering such disparate topics as the various packaging applications of a particular material (bioplastic), relaunching the British pharmacy chain Boots' line of bath and shower products, the nuances of designing for the Japanese market.

Be forewarned that a minor annoyance about the 414-page book is that the text also appears not only in English but also in German and French. (The page count is redundantly inflated by the translations.)

But all is forgiven with the useful, six-page glossary of technical packaging design terms, and a fourpage directory of design houses and associations.

— **Larry Jaffee**

