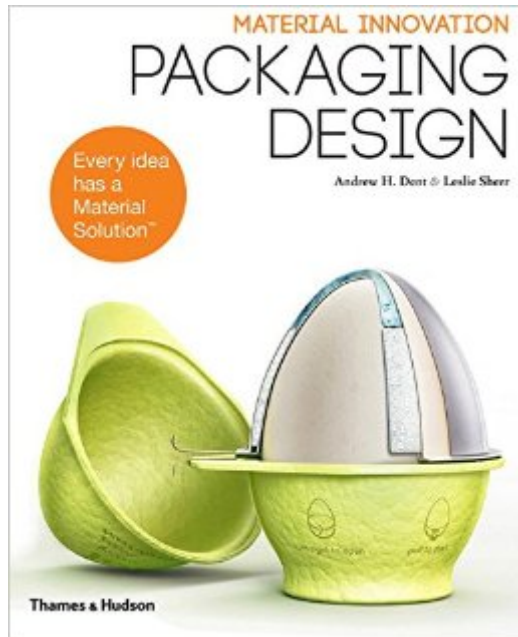


The book was found

Material Innovation: Packaging Design



Synopsis

Explores new and innovative materials designed to change the way consumers experience product packaging The third in a series of ten volumes exploring the constantly evolving frontiers of design, **Material Innovation: Packaging Design** presents products whose packaging reaches new heights of innovation. The range is diverse and international, from âœplantableâ • packaging that can be buried in dirt after consumer use, later to emerge as a plant to alcohol bottles with labels that react to music, and bespoke, collectible jars of Marmite XO. **Material Innovation: Packaging Design** explores not only the latest advances in consumer product packaging but also how such advances could fail or flourish within the increasingly digital landscape of the twenty-first century. Case studies featured throughout the book profile the innovative use of materials by a particular practitioner, practice, or company, offering specific and elegant solutions. Clearly structured and illustrated throughout, this book will connect reader (whether student or professional) to material. 350+ illustrations

Book Information

Paperback: 208 pages

Publisher: Thames & Hudson; 1 edition (October 26, 2015)

Language: English

ISBN-10: 0500291977

ISBN-13: 978-0500291979

Product Dimensions: 7.6 x 0.8 x 9.5 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

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