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Reviews

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(Dr. Dallas Reinger IV)

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Taschen GmbH, Germany, 2016. Hardback. Condition: New. Multilingual. Language: English . Brand New Book. Perfect package An anniversary edition of Pentawards winners Good design stands out. Great design is transparent. Whether its food, drinks, cosmetics, books, or luxury items, successful packaging serves to stir senses and appeal to our emotions in ways that are as subtle as they are striking. In The Package Design Book 4, TASCHEN celebrates the tenth anniversary of the Pentawards with the stars of the 2015 and 2016 competitions. Organised around the key competition categories of beverages, food, body, luxury and other markets, over 400 examples from 30 countries reveal the innovation of individual projects and campaigns as much as the scope and experimentation of the industry at large. The designs are presented with descriptions and a fact sheet each and the book is prefaced with new essays from Pentawards founders Jean Jacques and Brigitte Evrard, as well as an insightful text from branding and marketing specialist Gerard Caron.



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