



Package Form and Design: Encyclopedia of Paper-Folding Design (v. 3)

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Today, product packaging must not only protect the merchandise, it must act as a branding tool to differentiate the product from those of competitors, and for seasonal and other promotional campaigns. It is charged with the task of presenting the product's features in an appealing light by being attractive, fun, and easy to use. Creating these alluring shapes requires considerable time and effort, in a process of trial and error to achieve the best form and function. Among package materials, paper is most fundamental, yet sensitive; it requires skills and techniques in cutting, folding, and gluing to maximize the characteristics of the material and develop a perfect package design. In this volume, 160 high-quality commercial paper packages created by industry professionals, including such famous brands as Champagne Veuve Clicquot and Liberty, unveil the details of the package designs through photographs and schematic drawings, which help readers understand the construction of the boxes and how they work. Drawings are included on the accompanying CD-ROM in pdf format. This book will serve as a gateway to the world of design, made possible by paper materials.

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