



Taschen
THE PACKAGE DESIGN BOOK 4

Julius Wiedemann, Pentawards

VA

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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 **G rard Caron**.

The editors:

Julius Wiedemann studied graphic design and marketing, and was an art editor for digital and design magazines in Tokyo. His many TASCHEN titles include *Illustration Now!*, *Logo Design*, *Jazz Covers* and *Information Graphics*.

Pentawards is the first and only worldwide competition dedicated to packaging design in all its forms, and is open to anyone associated with its creation and/or marketing. Aside from prize-giving, Pentawards' mission is the worldwide promotion of packaging design among companies, media, economic and political authorities, and the general public. Further information: www.pentawards.org

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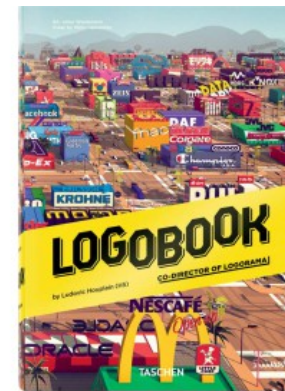
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