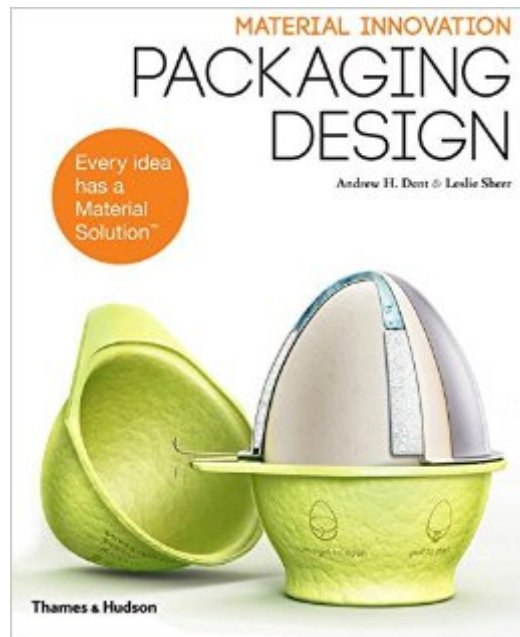


The book was found

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 "œplantable" 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

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