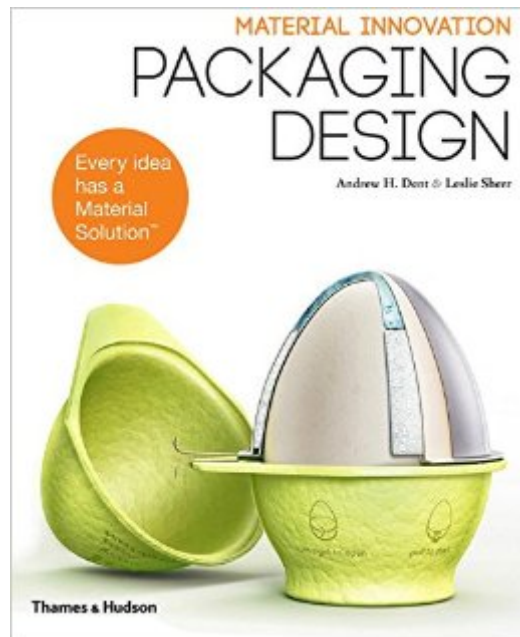


The book was found

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 "œplatable" • 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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