



Package Design in Japan 2005: Biennial Vol. II

Japan Package Design Association, Rikuhosha

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Edited by the Japan Package Design Association, this title presents a wide selection of award-winning package designs from Japan. Established in 1962, the JPDA now has some 850 members, both in-house and freelance, and their work spans a broad cross-section of purposes and fulfils an equally wide variety of criteria. The designs are for everyday objects and include packaging for foodstuffs, beverages, perfume, cosmetics, homewares, tobacco products and health supplements. This book sheds light on the vast cultural and creative differences between Eastern and Western packaging and graphic design. Text in English and Japanese.

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