CONTENTS

Preface by
Yves Béhar

Introduction by

John Kirkby

For each chapter, a supplementary list of related materials has been included in the Materials Directory starting on page 180. The numbers are Material ConneXion's MC Index numbers which are a six-digit reference that is unique to each material in the library. The first four digits correspond to a specific manufacturer, in chronological order of acceptance into the archive. The last two digits are the chronological reference of each specific material from that manufacturer. The MC numbers are the basis for how searches are conducted through the thousands of materials that exist in the library. For more information visit www.materialconnexion.com.

First published in the United Kingdom in 2015 by Thames & Hudson Ltd, 181A High Holborn, London WC1V 7QX

Material Innovation: Packaging Design © 2015 Material ConneXion Inc.

MCX Material ConneXion

A SANDOW Company

Designed by Samuel Clark www.bytheskydesign.com

Call No. วัน เดือน ปี เลขทะเบียน

B5904909

All Rights Reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any other information storage and retrieval system, without prior permission in writing from the publisher.

British Library Cataloguing-in-Publication Data A catalogue record for this book is available from the British Library

ISBN 978-0-500-29197-9

Printed and bound in China by Shanghai Offset Printing Products Limited

To find out about all our publications, please visit

www.thamesandhudson.com.

There you can subscribe to our e-newsletter, browse or download our current catalogue, and buy any titles that are in print.

VISUAL NARRATIVE Carré Noir	12
CHAPTER 1 GETTING TO ZERO	
Glueless "Origami Fold" Carton	14
Pangea Organics	
Filter Light Bijl Architecture	20
"Y Spine" for Sayl Chair Herman Miller Inc.	22
Virgin Atlantic Economy Virgin Atlantic	24
Gro-ables Seed Pod Group 4	26
Laser-etched Produce Laser Food	28
Edible Food Nests Dr. Diane Leclair Bisson and Vito Gionatan Lassandro	30
"The Disappearing Package" Tide Pods Aaron Mickelson, Pratt Institute	34
Dissolve Simon Laliberté	36
Nike Air Max Cushion Shoebox Scholz & Friends	38
VISUAL NARRATIVE Fuseproject	40
CHAPTER 2	
FUNCTIONAL FORMS	42
KMS Messing Creme "Hair Play" Kao Germany GmbH, Johann Beil, Linhardt	46
Grower's Cup Coffeebrewer Ulrik Skovgaard Rasmussen and Mareks Melecis	48
Rapid Packing Container Christopher Curro and Henry Wang	50
Natural 4X Laundry Detergent Bottle	52

Seventh Generation and Ecologic Brands

56

60

62

64

The Cube

Tetra Top

Tetra Pak

Satish Gokhale

Luis Felipe Rego

The Aidpod Kit Yamoyo

Pi Global Structural Team

Leitz Icon Packaging

Reusable Spool Packaging

Chris Whittall, Ari Turgel, Zack Stephanchick,

Matt Taylor, and Dan Harden of Whipsaw Inc.

VISUAL NARRATIVE Ziba	66	VISUAL NARRATIVE Teenage Engineering	126
CHAPTER 3 DISPENSING SYSTEMS	68	CHAPTER 5 INTERACTIVE	128
LiquiGlide LiquiGlide Inc./Varanasi Research Group, MIT	72	Hugo Red P&G Prestige design team, Sparkle Design Agency—	132
XStat Syringe Eric Park, Ziba Design	74	Open D Group	
Folia Sugarcane Gabriel Collins	76	Ballantine's Finest "Listen to Your Beat" Bottle Andy Atkins, Hornall Anderson UK T+ink	134
Drinkable Book	78	Touchcode	136
Brian Gartside, Aaron Stephenson, and Dr. Teri Dankovich		Sustainable Expanding Bowl Anna Glansén and Hanna Billqvist of Tomorrow Machine	138
Lullaby Paints Eco-pouches Imperial Paints	82	Ynvisible Flight Ticket for SATA Air Ynvisible	140
Airopack Airopack	84	Gogol Mogol KIAN Branding Agency	142
Spacklit Muli Bazak	86	Bombay Sapphire Electro Dominic Burke, Webb deVlam	146
Bottoms Up Draft Beer Dispensing System Josh Springer	88	Heineken STR Heineken in collaboration with dBOD	148
One Eighty Arttu Kuisma, Nikolo Kerimov, and Juho Kruskopf	90		
		VISUAL NARRATIVE Shigeno Araki	150
VISUAL NARRATIVE NINE	92	CHAPTER 6 MASS CRAFT	152
CHAPTER 4 ADVANCED PROTECTION	94	WikiPearls Dr. David Edwards, François Azambourg, and	156
Peepoo Bag Professor Anders Wilhelmson and Lowe Brindfors	98	Dr. Don E. Ingber	400
FreshRealm Vessel FreshRealm with RKS Design	102	Absolut Unique John Lagerqvist and Mårten Knutsson Absolut Originality	160
The Paper Skin	104	Magnus Tear, happytear	162
Geometry Global GmbH Mushroom® Packaging	108	Skol Ice Pack Rodrigo Cotellessa, F/Nazca Saatchi & Saatchi	164
Ecovative Design		Marmite XO	166
Modular Vitrification System (MVS) Kurion Inc.	110	Matt Gandy, Hornall Anderson UK Fruit Box	168
Corrugated Paper Pallet Unipal International	112	mcgarrybowen São Paulo, Carlos Domingos, and Henrique Mattos and Cristiano Rodrigues, Fuku	100
Natralock with Siren Technology MeadWestvaco in collaboration with Vorbeck Materials	114	Pantone Beer Txaber Mentxaka	170
Bacs. Mareike Frensemeier	116	Material Sorting and Recycling	172
Naturally Clicquot Cédric Ragot	118	Materials Directory Resources	180 200
Intelligent Packaging Platform	120	Additional Reading Glossary	202
Bemis Performance Packaging and Thin Film Electronics ASA		Contributor Contacts	204
ExpandOS	122	Visual Narrative Captions Picture Credits	206
FoldedPak		The Authors and Acknowledgments	208
Fragile Mireia Gordi i Vila, with support from the Victoria & Albert packing team	124		