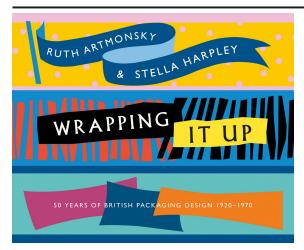


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Wrapping It Up

50 Years of British Packaging Design 1920-1970

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ISBN 9780993587887
Publisher Artmonsky Arts

Binding Paperback / softback

Territory World excluding US & Canada

Size 175 mm x 215 mm

Pages 120 Pages

Illustrations 100 color, 50 b&w

Name of series 50 Years
Price £10.00

- Wrapping It Up gives an account of the usefulness of packaging to all involved manufacturer, wholesaler, retailer and consumer beyond its commercial value as a marketing and advertising tool
- Homage is paid to the many graphic artists and designers whose ingenuity was so successfully applied to the problem of how to protect goods in transit and in storage as well as having them attract attention

Packaging is something of a hot topic at the moment, but in our eagerness to get rid of as much of it as possible we need to be careful not to throw the baby out with the bath water. Wrapping It Up gives an account of the usefulness of packaging to all involved – manufacturer, wholesaler, retailer and consumer – beyond its commercial value as a marketing and advertising tool. Homage is paid to the many graphic artists and designers – whether employed by manufacturer or retailer, by a design studio or an advertising agency – whose ingenuity was so successfully applied to the problem of how to protect goods in transit and in storage as well as having them attract attention. A visit to a super-market or a daily check in kitchen cupboards will never be quite the same.