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Wrapping It Up

50 Years of British Packaging Design 1920-1970

Ruth Artmonsky

Stella Harpley

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- *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.

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