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Conceived by the creative minds behind the award winning studio Garrofé in Barcelona, the more than 140 designs displayed in **New Structural Packaging** reveal the incredible possibilities and purposes that this particular discipline may offer. Studio Garrofé's work for clients such as Relais and Chateaux, Cadbury's, Puig, Beiersdorf or Freixenet proves their creative, versatile and refined approach to the field.

New Structural Packaging is the new essential reference book and a valuable toolkit for package designers, design students and packaging hobbyists.

Each project is illustrated with enlightening, high quality photographs and stencils that reveal the different techniques and simple, clear texts that explain the materials used in the production.

140 original packaging designs, ordered in 3 difficulty levels that show a great variety of functions and contribute to strengthen the identity image of the brand. All the projects are genuine designs created by Studio Garrofé and are also easy to reproduce.

Books includes CD-ROM with printable layouts for all designs.



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Editorial Review

About the Author

Josep M. Garrofe: Josep M. Garrofe is the owner and creator of Garrofe Brand & Pack, one of the leading Design Agencies in Spain. They have a successful career awarded with the World Star for Packaging 2011, the highest international recognition in the field of packaging.

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