



Unpack Me Again!: Packaging Meets Creativity

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After the great success of our title *Unpack Me!* we present this new volume on international packaging design reminding that the presentation and look of a product can instantly upgrade its image and make the difference between a sales hit and a flop. *Unpack me again!* presents a rich selection of innovative, funny and creative packaging designs through showcasing a wide variety of the best projects by the most advanced, international packaging design studios. The editor **Wang Shaoqiang** is professor and graduate supervisor at the Guangzhou Academy of Fine Arts (China) and editor of the *Design 360°* magazine.

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