



# GIFT PACKAGING DESIGN

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# PREFACE

The basic purpose of packaging undoubtedly lies in its functionality, which protects the products from impact in the transport even in the selling process and benefits for been taken away.

Well, in addition to the most basic functionality, the largest focus is enhancing the value of commodities and attracting the attention of consumers. Just as people need to wear clothes, which is not just for warming, but also pay attention to the personal characteristics and style to highlight the self-personality. The packaging design could well show the contents and characteristics of the products and by virtue of the visual impression to convey it to the minds of consumers, and thus enhance the competitiveness of products and brands.

In addition to the functional nature of these packaged goods, the gift packaging design particularly emphasizes to show the giver's mind, so that to make the recipient feel the sincerity of the giver, and feel the value of commodities, and happily accept it. Hence, the packaging visual effect will be one of the most direct feelings. As soon as the gift is received, there's no more than a set of recognitions: "so nice!"; "What is this? So cute!"; "So special" "How so beautiful?" "I am reluctant to open it". The packaging visual effect is the first step to express the mind of the giver, so that the feelings of sincerity and heart is added and multiplied. The gift box or gift packaging for any products emphasizes on the mind of the giver, so the visual design is seemed to be more important than the packaging functionality.

In the process of packaging design, apart from the functionality, HOHOENGINE always pursues to maximise the value creation of packaging, which emphasizes the process of creative thinking, from simple to complex, and actual production vice visa. Whether the use of green packaging material or getting the balance between customer needs and



product value or create a focus point of the characteristics in the product, HOHOENGINE tries to show their more cultural ambition.

In addition to the emphasis on the shape of the structure, they also want to integrate more historical and cultural material or human life meaning into the visual design. Culture does not necessarily need a serious design techniques to manipulate, the origin core of the design thinking of HOHOENGINE is just like the company name HOHOENGINE, which means machine making laughter or engine for happy. No fun no gain "is the centre of our thinking, not fun, no gain, and no fun is no interest. Usually, our design works will be hidden in a little interesting elements, like Kenner Park dream box" (Kanner's dream box) aims to let everyone to know about the autistic children, rather than a dogmatic propaganda or DM to communicate. We designed a game at the bottom of the package box, infusing the symptoms and information on autistic children into the game inside, letting the recipient enjoying the desserts made by autistic children to understand them by virtue of playing the game.

We hope that the gift packaging design could add value to the products and encourage consumers to buy and to convey the full gift-giving mood, making itself to be is not just packaging but an extra product beyond the product. For example, the packaging of Taiwan Centennial Blessing Tea gift set, whose shape likes the Chinese lantern. Even though it is a packaging box for the Taiwan Premium top mountain tea, it may be turned into atmosphere lighting and beautiful lanterns. Another example, the New Year gift box design of the Wu Xing Fortune Cake, it can be changed into New Year couplets and bookmarks as soon as the gift is consumed. Packaging can be re-use, which could relatively reduce the waste and form the concept of green packaging. It is also a double win concept, which benefits the packaging and merchandise mutually, and thus achieving the effect of working together to penetrate.

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This book includes gift packaging works designed by excellent designers and design studios around the world, such as gift box design, gift bag design and wrapping paper design. It respectively analyses gift packaging through the following aspects: summary of gift packaging design, elements of packaging design, figurative design in gift packaging, and the form and style of gift packaging. In the chapter of case studies, it highlights the ingenious creativity of each work and shows a colourful world of gift packaging.

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