

Welcome to Out & About, Blue Marlin's review of interesting stuff around a central theme that has caught our eye. We hope you like it and we'll send you another one in a few months.

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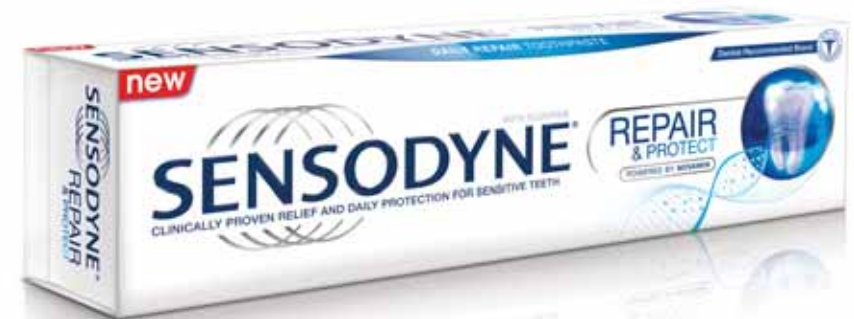


This issue is about **sensorial packaging**.

Engaging consumers on a sensory level beyond straightforward sight and touch creates deeper, more impactful connection.

Heineken 'STR' comes alive at night. Under UV light the sensitive ink reveals a design that's perfect for clubbers.

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3D packaging for Sensodyne Repair & Protect uses holographic Fresnel lenses to confound the senses and create instant attraction. We defy you to not stroke the pack.

①

Photo credit:
<http://www.heineken.com/us/our-beer/products-->

②

Photo credit:
<http://www.bluemarlinbd.com/views--and-news/press-->

Come to our senses

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Robert Harris coffee pouches incorporate an Aroma Tech valve that allows CO₂ and the enticing smell of fresh coffee to escape, without letting oxygen in. Mmmm.

Polish brewer Lech uses 3D ink to emboss its beer cans, giving them extra grip, distinction and tactility.

Sainsbury's fresh produce bags employ a unique film and netting combination material for traditional feel and modern performance.

And we couldn't finish this issue without a nod to the original sensorial pack, designed to be recognisable even in the dark.

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<http://www.boschpackaging.com/boschvertical/eng/63046.asp>

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Photo credit:
<http://www.ocado.com/theocadoway/talking%20ocado/2011/windowShopping.htm>

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Photo credit:
<http://www.packagingnews.co.uk/news/uk-packaging-awards-2011-->

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Photo credit:
<http://www.coca-cola.co.uk/press-centre/>

from around the Blue Marlin network

SYDNEY

A real tweet. In the heart of Sydney's business district lies a hidden gem of urban tranquility. 'Forgotten Songs' by Michael Thomas Hill, is an art installation comprising 120 birdcages. The suspended cages play a soundscape of birdsong that has been lost to the city through urbanisation. It allows people to wander through the hidden laneway, blocking out the hustle and bustle of city life, and lose themselves in its inspiring sounds and imagery.

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LONDON

Developments in technology and the evolving way humans interact with objects around them has inspired a variety of studios to incorporate multi sensory design into their products. Mercedes Benz has released its vision of the future of interiors with a control panel operated by gestures. A series of proximity sensors detect hand motions across the interior, allowing you to scroll, select and control a variety of functions.

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NEW YORK

The possibility of excitement and interest is everywhere we look in the modern world. Humans are visual creatures, but what happens to us when you take that away? Dialogue in the Dark is a new kind of exhibit in New York City, conducted by blind and visually impaired people, that allows you to smell the city and feel its heartbeat. It helps you experience the core of the city, which can often be overlooked.

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SINGAPORE

ION Orchard offers visitors an experience that engages every sense through an interplay of sound, smell and light. Its signature scent, a blend of herbs, fruits and flowers, is used throughout the mall and immediately lets visitors know they have arrived. Together with its customised playlists and sprawling LED panels, the space delivers a distinctive experience to forge a deep connection with shoppers.

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Charlotte Smith,
Designer
Blue Marlin Sydney
Photo credit:
<http://www.flickr.com/photos/30905971@N06/6226107194/>

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Mike Beauchamp
Junior Structural Designer
Blue Marlin London
Photo credit:
<http://www.autoblog.com/2012/01/12/mercedes-benz-dice-->

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Lydia Govinden
Account Manager
Blue Marlin Asia
Photo credit:
<http://www.ionorchard.com/>

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Ilana Addis
Junior Designer
Blue Marlin New York
Photo credit:
<http://www.pbase.com/csw62/image/55994402>