



Packaging

- 1 (series)
Michael Croxton/Lindsey Selden, designers
David Taylor, associate creative director
Dana Lytle, creative director
Andy Brawner/Joshua Kaiser, writers
Jenny Kim/Sean O'Leary, photographers
Planet Propaganda (Madison, WI) design firm
Rishi Tea, client
"To enlighten its audience on the history and culture of specific teas, a twelve-page booklet pairs in-depth stories with shots taken on tea-sourcing trips. Hand-woven baskets from China's Yunnan province epitomize the design's warm, rough-hewn aesthetic."
- 2 Kevin Shaw, designer/creative director
Stranger and Stranger Ltd. (London, United Kingdom), design firm
Proximo Spirits, client
"The spiced Caribbean rum market is dominated by a few old mainstream brands. To target the younger sector of this growing market, we used the mythical Kraken made famous by Johnny Depp's pirate movie franchise."
- 3 (series)
Jennifer Sterling, art director/
creative director
Lillian Cohen/Lylyan Lee/Jennifer Sterling, designers
Jennifer Sterling Design
(San Francisco, CA), design firm
Bare Skin Products Inc., client
"The client created a skin care line that appealed to both men and women. The ingredients are pure and minimal so we created a spare design with only color distinctions and a simple 'M' or 'W' to indicate gender."
- 4 Kjell Ekhorn/Jon Forss, art directors/
designers
Non-Format (St. Paul, MN), typography/photo-illustrator/
design firm
Lo Recordings, client
"Omö describes their music as Domestic Pop for Domestic Occasions and their debut, *The White Album*, is full of spiky pop gems with a vocal delivery not unlike that of Laurie Anderson."
- 5 Sam Barratt, designer/typographer
Matthew Remphrey, creative director
Parallax Design (Adelaide, Australia), design firm
Bleasdale, client
"Made from just two barrels, Double Take is Bleasdale's icon wine. Two typographic 'barrels' provide tasting notes and details."