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# Unpack Me Again!: Packaging Meets Creativity



## Synopsis

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.

## Book Information

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## Customer Reviews

Wang Shaoqiang is a professor and graduate supervisor at the Guangzhou Academy of Fine Arts (China). He is a prolific editor whose titles focus on international design, architecture, branding, communication, trends, and culture, and he is also the editor of *Design 360* magazine and *Asia-Pacific Design*. He has been invited to lecture at numerous universities, design academies, and organizations, and he has been a jury member for China's most prestigious design and illustration awards. Mr. Wang is also director of the Guangdong Museum of Art and professor and doctoral supervisor at the College of Arts and Humanities of the Macau University of Science and Technology.

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