

# THE GORILLAZ FIGURES AND PACKAGING

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## Properties list:

- end-user packaging
- range of products
- toys
- new product
- box
- transgressive
- identity by typography
- teens
- cardboard and paper
- identity by system of colour

The creation of designer/illustration Jamie Hewlett and musician Damon Albarn, Gorillaz is the world's first virtual band. To mark the achievement of twoplatinum albums, Kidrobot released the 2-Tone edition set of figures. These are the final colorways of the three-dimensional vinyl creations with a run of just 1000 sets. As every collector knows, retaining the distinctive packaging - white with spary paint logo indicating the color of the vinyl model - will be essential to maximize the set's future value.

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Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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## Credits:

### Designer and illustrator:

Jamie  
Hewlett

### Musician:

Damon  
Albarn

Other images:

