

JAMES BOND SHORT STORIES



Properties list:

- tactile packaging
- end-user packaging
- books, movies and music
- new product
- single product
- identity by pictograms
- labels and sleeves
- contemporary
- cardboard and paper
- debossed, embossed
- textured
- unusual visual association
- identity by colour
- identity by typography

From [Pentagram](http://pentagram.com/en/new/2008/11/new-work-quantum-of-solace.php) website: "Angus Hyland and his assistant Fabian Herrmann have designed the hardback edition of Penguin Books' Quantum of Solace: The Complete James Bond Short Stories. The book collects together all of Ian Fleming's Bond short stories in a single volume for the first time and includes stories that inspired the Bond film classics From a View to a Kill, For Your Eyes Only, Octopussy, The Living Daylights and of course, Quantum of Solace, the latest in the series. Hyland created a cloth-covered hardback with cover imagery restricted to a silver foil-blocked image of Bond's infamous Walther PPK (shown here with silencer). A subtle diamond pattern is debossed on to the boards, which combined with deep burgundy endpapers evokes the discerning elegance of Bond's world. An embossed manila bellyband with typewritten cover information on the label evokes the official documents of the period. Corinne Turner, the Managing Director of Ian Fleming Publications Ltd has said that Hyland's edition of Quantum of Solace was "one of the loveliest editions our partnership (with Penguin) has produced."

Reference: <http://pentagram.com/en/new/2008/11/new-work-quantum-of-solace.php>

Credits:

Country: UK

Agency: Pentagram

Designer: Angus Hyland and Fabian Herrmann
(assistant)

Other images:

