

September–October

No 5/2010

# Packaging

## SOUTH ASIA

The Magazine for Modern Packaging



Pentawards 2010 — The best packaging in the world!

## Goof proof team work: Athletes win 4x400 relay gold



The winners of the Pentawards 2010

# The best packaging in the world!

On 1 October 2010, the international panel of judges of the Pentawards, the world's leading competition dedicated exclusively to packaging design, chaired by Gérard Caron, announced its winners for 2010.

The HOYU3210 bottles, presented by ADK (Japan) won the prestigious Diamond Pentawards - Best of the Show 2010. With the Diamond Pentaward trophy, ADK received the EskoArtwork Suite 10 software, worth Euro 5,000.

Altogether in addition to the Diamond Pentaward and the 5 Platinum Pentawards, the international panel of judges also awarded 39 gold Pentawards among the 44 categories in competition this year. Silver and Bronze Pentawards were also given out.

## Best of the Show — Diamond Pentaward 2010

The astonishing and creative HOYU3210 bottles are the work of designers from ADK, a major Japanese communication agency created in 1956, now present everywhere in the world, and a member of the WPP group. HOYU3210 - countdown to beauty — is a range of products of HOYU, a company specialising in hair and hairdressing products. Created in 1905, HOYU has never ceased to innovate and to offer Japanese customers, who are among the most demanding in the world, exceptional products... in exceptional packaging.

3210 refers to a countdown to indicate what the product has to offer consumers, in a few seconds, even with the stress of the last finishing touches before going out, the ideal solution for a really perfect hairstyle. The distinctly original and ideally ergonomic shape of the bottles leaves the usual codes behind to stand out among all its competitors. The designer confesses that he did not use a computer to create these ever so particular forms. His tools were his hands, the earth to be moulded, the file and sandpaper.



*Best of the show — Diamond Pentaward 2010 was won by HOYU3210 which is a range of products of HOYU, a company specialising in hair and hairdressing products*

Photo: Pentawards

To be sure, the computer did play its role when the design went into production, but the initial form, as can be appreciated at first glance, owes its fundamental aestheticism to the artist's hand, to his pure creative emotion. The chosen colours, black and white, and transparency, reinforce the simplicity and the purity of the packaging. It is odds on that these bottles will not wind up being recycled, but will be kept as decorative objects in bath rooms and will soon find their way to exhibitions and museums devoted to design.

## 850 entries from 38 countries

"For this fourth edition, we registered more than 850 entries from 38 countries," explains Brigitte Evrard, co-founder of the Pentawards. "We are very satisfied with this edition 2010 which, in spite of the serious economic crisis and the overall reduction of costs, registered a 13% increase in entries. The packaging on show was of excellent quality, but we also noted far greater caution in creativity — undoubtedly due to the conditions on the market which require less risk taking.

Whereas 50% of the entries come from the 4 leading markets (UK, USA, Japan and France), we have registered more and more creations from emerging countries through the years.

This year, packs created in Germany were particularly appealing to the international panel of judges, as 2 Platinum Pentawards and 3 Gold Pentawards are 'Made in Germany.'

Gérard Caron, publisher of [www.admirabledesign.com](http://www.admirabledesign.com), chairman of the Pentawards panel of judges added: Packaging design calls on the gifts of graphic artists, of course, for form and communication, but also on followers of trends and other lifestyles . . . tantamount to applied sociology! The list is not exhaustive. Curiously enough, no other type of design requires as wide a range of skills. This edition of Pentawards confirms the creativity and, to a certain extent, the universality of packaging design. The cultures of the five continents converge therein, especially with the advent of Africa this year!

And yet, design is not international, as can be noted, because the markets are not international. But today, the talent of the packaging designer has to have that universal dimension. This may explain perhaps the growing success of Pentawards year after year . . . ■

To Email this article to a friend SMS IPP040  
friend1@email.com to 566775



*Lascala, Spanish wine bottles that won the Platinum Pentaward 2010*



*Gold Pentawards 2010 was won by Deep Origin for their water bottle*



*Lanjaron grabbed the prestigious Silver Pentawards 2010 for water bottle packaging*



*The Pentawards Bronze 2010 was won by Isklar Packaging for packaging water bottles*

All Photos: Pentawards