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COMPRA *Robianna* **PRECIO** USD 120,32 *R30611*

10 FRESH

San Francisco confronts ageism head on with a campaign by Most Likely To; Chicago's Adler Planetarium launches a visual identity that makes space for everyone; Siegel+Gale gives Bristol Myers Squibb a hand; Elmwood and BIC disrupt heavily gendered razor category; K-Y lubricant puts female sexual enjoyment first; geek culture inspires SYFY network horror and fantasy editorial brand; DesignStudio sparks a new look for largest video game maker; poster series celebrates Oscar winners and runners up; Pantone Color of Year is prescient in its appeal for calm and stability in a tumultuous world; and more.

24 COMMENT

Matt Delbridge of creative studio Gretel on how to young designers can cope with the challenges of their first job; Josh Kelly of Fine urges us to give up the gimmicks and stop designing websites like its 1999; and Diane Domeyer of The Creative Group with some thoughts on how to hold onto your top talent.

26 HIGHEST HONORS

Last edition, we featured our annual Students-to-Watch selections. This time we offer GDUSA's favorite schools and programs, a few dozen institutions that excel in teaching the hard and soft skills necessary for success, in nurturing talent and expanding minds, and in preparing the next generation of creative professionals to build a dream career in the real world.

37 PACKAGE DESIGN AWARDS

A showcase of 300 winning pieces from talented design firms, agencies and inhouse departments. Even in the best of times — and these are hardly that — makers, marketers, designers, and sellers are challenged as never before to convey the message, tell the story, advance the brand, bend the decision. Think distraction, fragmentation, information overload, media clutter, economic dislocation, retail disruption. Our 57th anniversary American Package Design Awards™ celebrates beauty, of course, but more importantly, the power of design to forge an emotional link with the buyer at the moment of truth. Always important, but now and throughout the recovery to come, more so than ever.

132 FREE INFORMATION

To learn more about the meaningful messages and offers in this edition, please view the advertisements and connect with these important suppliers and services.

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