



y

*Cover:*

*It's what's inside that counts. And the outside tells the inside story. Materials, shapes and colours combine to tell us what we can expect.*

*Pictured:*

*A banana's natural packaging protects and preserves.*

*Its familiar shape and colour promotes its contents.*

*A banana peel's nutrients are used to treat skin conditions and polish silver. Its fibres are used to create sustainable fashion lines. Its decorative, practical and waterproof leaves are used to thatch roofs, wrap, carry and serve food.*





The y in Linney.

2—3

Welcome to y, a quarterly publication that asks ‘why?’, or perhaps ‘why not?’

Working creatively at Linney means being innovative, inquisitive and challenging, whether that’s on a commissioned project, or simply when we feel the urge to be experimental. We believe any subject can be explored in this way and this publication helps us to share some of our creative investigations and thoughts with you.

Curiosity keeps us asking why. You could say it puts the y in Linney.

### Cover story

A perfect piece of packaging is the external articulation of a product's personality – its benefits, qualities, provenance and properties.

From the earliest examples of glass packaging – originating in Egypt in around 1500 BC – through to today's biopolymers used for laminates, bottles and trays, packaging has been the enticing interface between the product and consumer.

It screams with naked ambition or shoots a saucy wink. It flashes a wry smile or whispers in muted tones that the only way is ethics in a society striving for sustainability. It's its clothing, its personality – the way we identify, and identify with, the object inside.

From the modish to the modest, today's products are attempting to forge their own sense of shelf-awareness. Let's lift the lid to discover the shapes, sizes, colours, words, materials and textures that come together to create eye-catching objects of desire.

It's what's inside that counts.  
And the outside tells the inside story.





Packaging with purpose:

*PROTECT*

## All-round good egg



Eggs come with their own natural protective packaging. But this fragile foodstuff still requires an extra layer of defence – an apparently shatter-proof shell shield in the shape of a tray or carton made of moulded pulp or plastic with dimples to cradle and cosset each egg.

The design's hardly evolved in the 120 years since it was invented to solve a dispute about damaged eggs that had broken out between a Canadian farmer and the hotel he supplied.

So, why do packaging designers and manufacturers put all their eggs in one basket with such a duff buffer? Why hasn't anyone had a crack at developing a less shoddy shelter?

Because, as sure as eggs is eggs, you always lift the lid to check they're all unharmed before shelling out.

But when it comes to egg cartons, familiarity breeds contentment. We take comfort from being able to immediately identify a product from its packaging.



Packaging with purpose:



*PRESERVE*



### Honey in the pyramids

STORE IN  
A COOL, DRY  
PLACE AND  
CONSUME  
WITHIN  
3,000 YEARS

When it comes to produce with an eternal shelf life, honey's the bee's knees.

While excavating Egypt's ancient pyramids, archaeologists discovered pots of honey in a tomb. The honey, dating back around 3,000 years, is the world's oldest sample – and still perfectly edible.

The sticky substance's combination of hydrogen peroxide, acidity and lack of water is the sweet spot – its secret to ever-lasting life.

The ancient Egyptians used honey as a sweetener, a gift for the gods and an ingredient in embalming fluid.

Thanks to Egyptian drawings depicting ancient beekeeping, we've long known that humans have worked with bees for thousands of years but we didn't know just how far back our relationship with bees went – until now.

Scientists have discovered that humans have been using bee products, like honey and wax, for at least 9,000 years.

If any sweet-toothed archaeologists were tempted to taste their delicious discovery, they were discouraged by laws dictating that anything excavated in Egypt is the property of the Egyptian people.

## Packaging with purpose:

# PROMOTE

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10—11

The rise of the supermarket in the mid-20th century fed consumer appetite for variety and value. It led to a battle of the brands. Never before had so many products fought for attention: aisle of view; aisle of view more.

If the product's the thing, then packaging makes it sing. It's more than just a container for storage, a vessel for carriage and a dispenser for dispersal. It's a brand ambassador, an information provider, even a plaything.

Tactile, colourful, aspirational — often collectible: outstanding in itself; standing out on the shelf.

Packaging can be functional and fun. It can combine information and aspiration. And it can conjure nostalgic memories of rustic loafs and legs of lamb being wrapped in string-tied brown paper by the local baker or butcher to the background tune of the shop door 'ding'.

## *The Silent Sales Rep*

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More consumers are adopting sustainable lifestyles and brands are reacting to this climate change. Some of it's cosmetic and semiotic (even cynical): brown paper bags are perceived as organic; white paper bags feel less natural.

Often, the indie deli-type brands are style over substance — mass-produced products labelled with the logo of a fictional family farm on a reassuringly old-fashioned piece of earth-brown packaging.

Perception's reality and the packaging's personality — its typeface, messaging, colour and texture — hints at the properties, provenance and promise of the product it conceals.

It's the loud chuckle of the brash breakfast cereal box, the ecstatic germ-killing claims of a toilet cleaning spray, the earnest whisper of the plain packaged, gluten-free superfood, the authoritative advice about medicinal benefits on a tablet jar or gleaming toothpaste box.

'Bang!' Barry Scott says this spray will make your toilet seat clean enough to eat your breakfast off.

'Pop!' These wacky characters bursting out of the colourful cereal box will make breakfast a blast.

'Psst...'

Quinoa contains all nine essential amino acids, it's made of plants and we've poured it into this compostable bag so you can feel good about yourself.

'Trust me...'

You should use this charcoal-based toothpaste to stop the cereal rotting your teeth and to dig out the pesky quinoa lodged between your gums.





*It does what it says on the tin.  
Or, in some cases, it is what it looks like.  
You just know...*

# *Easy-peasy Lemon Squeezy.*





**Semiotics (noun)**

*The study of signs and symbols, what they mean, and how they are used.*

The material, shape and messaging used for a piece of packaging are chosen with precision to articulate a product's provenance and properties and to reflect the brand's personality.





## Tales from the afterlife

Packaging can pack an emotional punch, play a practically perfect role or become a visual symbol of its owner's lifestyle long after its contents have been consumed.

A premium product, such as an Apple phone or tablet, is a major investment. Its pure white packaging is discreet but discernible – and, if cared for, can add value when it comes to re-sale at upgrade time.

Toy collectors cherish second-hand Dinky cars, trucks and tractors that come with their original packaging. There's a sense of an untarnished vintage product.

16—17



£6

£18,000

RRP £1.50



Ages 4 and over

A perfume bottle conjures scents of nostalgia, with owners recalling the moment it was presented as a birthday gift, the memorable nights its fragrance was applied and the reaction it had. The bottle itself may be a thing of beauty and, perhaps, the scent of its contents still linger long after the last drop has been drained.

The brand, shape, colour and memories merge to elicit emotional attachment – driving desire for a sustained relationship with a piece of packaging that has long since been useful. It now stores only memories.

A candle placed in an empty wine bottle – of the right vintage and grape – promotes its owner’s penchant for posh plonk. And dry wax artfully draping its neck symbolises an active social life – of hosting dinner parties overflowing with fine wine and repartee.

Repurposing glass objects as household items – even trinkets – is a public display of pro-environmental attitudes and an expression of ingenuity and inventiveness.

That large cardboard box your meal kit delivery arrived in? It’s handy storage for the Christmas decorations, the insurance paperwork... or to keep those empty perfume and wine bottles you just don’t have the heart to dispose of.



Reuse.  
Repurpose.  
Recycle.  
Remind.



Get into the grooves. A renaissance in record sales reflects a desire to touch the music that touches us; to create a physical connection that transcends our digital lives; to stem the streaming tide; to look and listen.

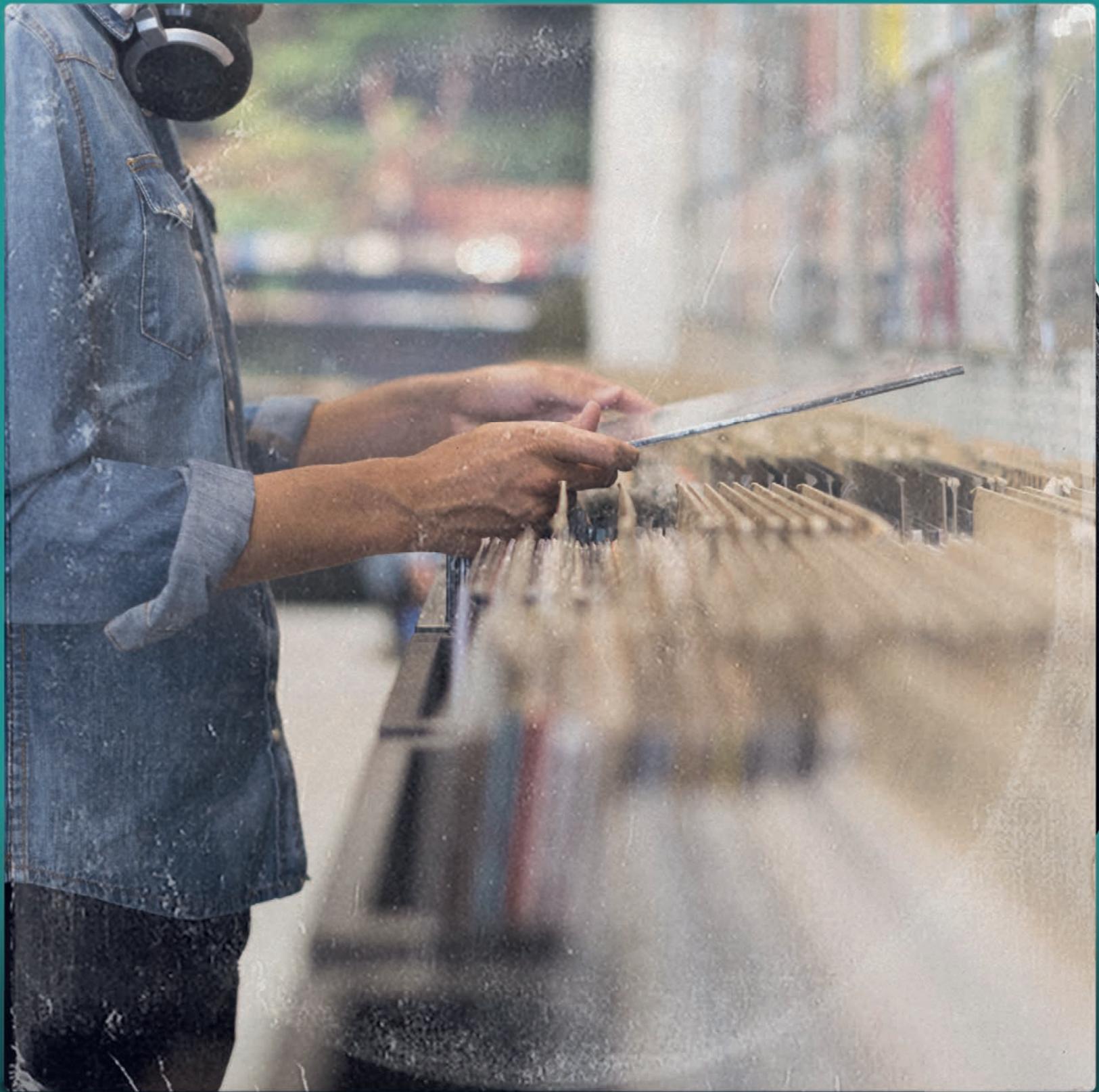
So much of the music we have loved has been a soulful duet of the visible and audible. The album cover is an artistic impression of a musical expression.

Could you describe the artwork for Ed Sheeran's latest single or the new Taylor Swift album? They're hard to spot in the age of Spotify. How about the Sgt Pepper's Lonely Hearts Club Band cover? Or The Clash's London Calling?

U2's Bono once sang: "I don't believe in the Sixties, the golden age of pop. You glorify the past when the future dries up".

But this isn't about fetishising our musical youth. It's about a need to wallow in the realm of the senses – beyond the audio. By looking at, touching – yes, even smelling – a record sleeve and the vinyl inside, you can truly feel the music.

Place the needle on the shiny black plastic disc, caress and browse the packaging, explore the lyrics. It's an emotional endeavour worth making a song and dance about.



A clear plastic bottle is shown floating in blue water. The water is filled with bubbles and ripples, suggesting movement. The bottle is tilted and appears to be part of a larger scene, possibly a video or a still from a film. The overall color palette is dominated by various shades of blue, from light turquoise to deep navy.

20—21

# *BOTTLED SLAUGHTER*

Packaging's taken a circular route from the reusable to the disposable – and back. The earliest glass, cardboard and paper versions were expensive, so it paid to be thrifty by re-using packaging.



At the turn of the 20th century, materials and manufacturing processes became cheaper at the same time as new attitudes towards personal hygiene equated disposability with cleanliness.

Our current, more enlightened approach to reusing, repurposing and recycling packaging plays out in a number of ways – feeding negative and positive perceptions of us as either stingy, creative or environmentally ethical. A clear example of our fluid attitude to the reuse/dispose discourse is the rise of branded bottled water. It's the commuter companion of choice, a natural source of

rejuvenation – flavourless, colourless – that countless companies have poured into plastic bottles with labels.

They've built brand promises based on its properties and provenance – its natural occurring ingredients and exotic extraction location... Highland springs, quaint spa towns, French valleys, remote waterfalls.

Our increased understanding of the final destination of plastic packaging – the insides of marine animals such as turtles, seals, whales and dolphins – has led to a cultural sea change in consumption.

Many of us now drink from reusable water bottles. It may be just a drop in the ocean – but it's a start. It's symbolic of our shift to a more sustainable society.

Soon, the colleague on the desk next to you glugging from a disposable bottle will appear to be a fish out of water. And a by-product of this shift is a fresh opportunity for brands – and consumers – to share stories about themselves.

Whether it's the name of your favourite gym, superhero or Love Island character, you could call it conspicuous non-consumption.



Satisfaction  
Guaranteed  
It's the Ritual we Relish.

*Those  
crisp tube top—pepping,  
Chocolate foil—tearing,  
Pop can—cracking,  
Coffee jar lid—bursting,  
Fizz cork—exploding  
moments.*

22—23

Playing with a piece of perfect packaging  
ignites the senses. It's a tactile pursuit  
packed with sights, sounds and aromas.

# *FRESH* *AIR MILES*

There's a reason why packaging is so square.  
It's the most efficient shape for transportation,  
filling every square inch of conveyor belt, pallet,  
lorry, shipping container and shelf.

Less air. More product. More profit.  
Think square miles, not air miles.





Nature's packaging protects produce and preserves life. A pea pod is the perfect sustainable parcel: just the right size; compostable; edible.

The butterfly is a card-carrying member of the self-preservation society. A cocoon cossets a caterpillar as it evolves – before it emerges as a delicate, vibrantly-coloured winged wonder. Its markings both promote its species and preserve its existence through camouflage and mimicry.

Protection, preservation, promotion.  
Packaging has it all covered.



Self-preservation:

# Have you got the full package?

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28—29

Since the dawn of human civilisation, when our earliest ancestors swaddled their prey in woven grasses and animal organs, we've used packaging to protect and preserve valuable and fragile objects.

The fur garments they wore, matted into felts by plaiting and weaving, provided primitive hunters with (limited) protection from injury and the elements – preventing scrapes, scratches and chills as they chased, captured and killed.

Today, we wear packaging to preserve our dignity, avoid injury and express ourselves. Our cave-dwelling forebears were far too preoccupied with self-preservation to get wrapped up in self-promotion.

A woman with long brown hair, wearing a bright orange hooded raincoat and dark blue jeans, stands in the rain. She is smiling and looking upwards. The background is a blurred green forest. The text 'CONTAIN YOURSELF' is overlaid in white serif font, with horizontal lines above and below the words.

*CONTAIN*  
*YOURSELF*

28—29





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