

‘1857’

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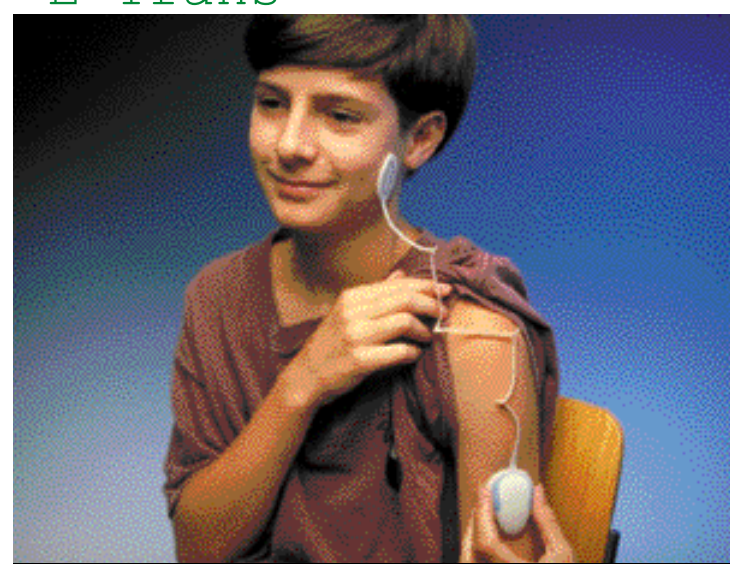
The package of the Neuhaus, a world-famous chocolate manufacturer, is constituted of boxes with a slightly askew sides reflecting the cross section of the column of the traditional Neuhaus' store. Of course, it may cost less to make a perfectly square box but this package has been recognized as an example of emotive approach successfully displaying the brand personality.

## Creating Style of Its Own '1857 Collection' of the Neuhaus





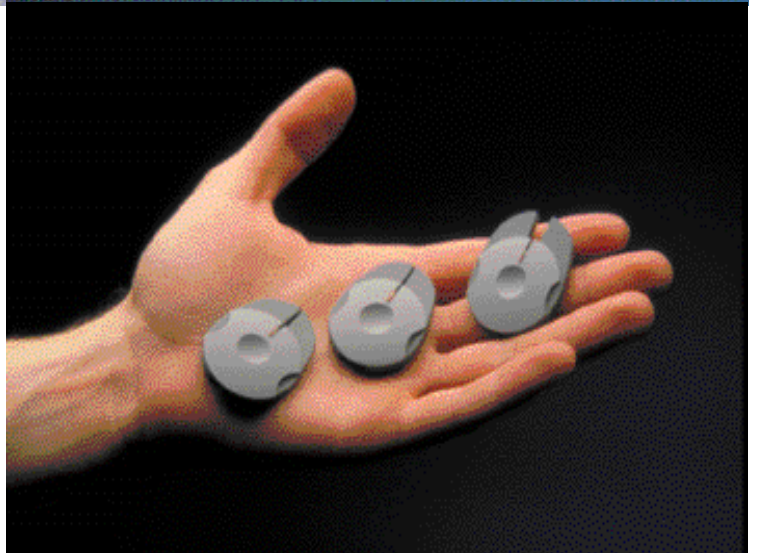
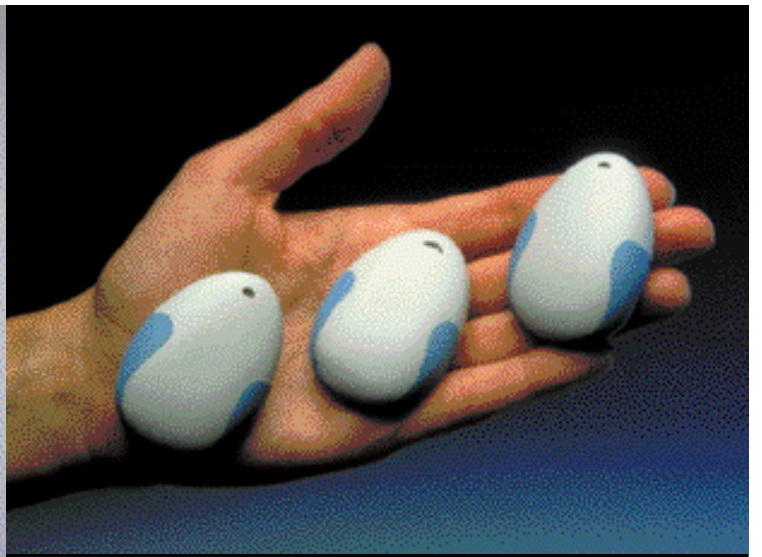
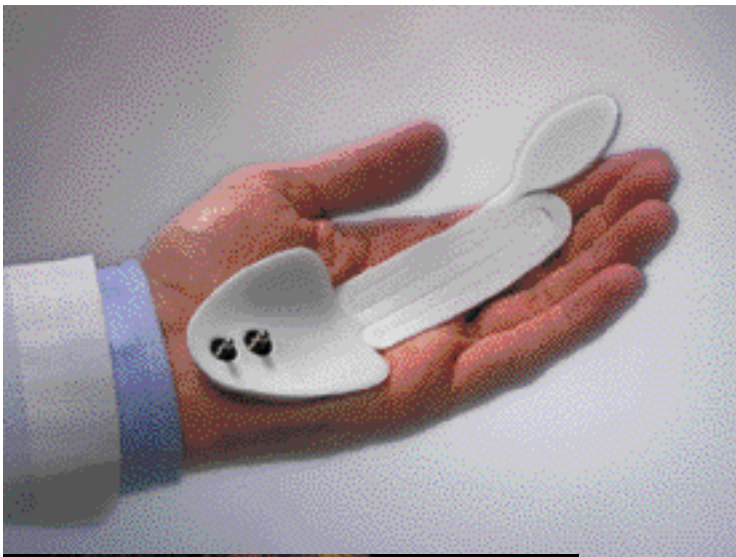
# Needle-free Injection Device - ALZA's 'E-Trans'



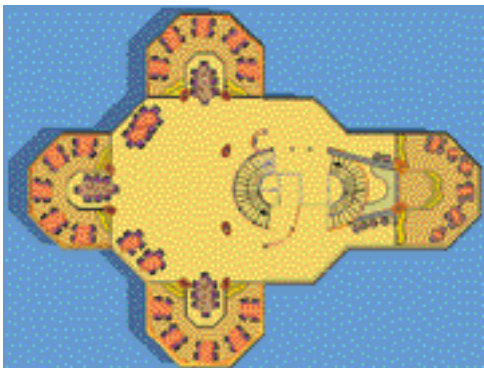
(E - Trans) 가  
가  
(Alza) 1968  
[www.alza.com](http://www.alza.com)

With E-Trans, pediatricians will hopefully have easier time with kids fearing shots. The product is designed to relieve children of fear created by the conventional injection instrument whose needle and clinically-shaped cylinder cause intimidation in the first place. Thanks to the mouse-look, very much resembling a friendly toy, of E-Trans' controller and tail-shaped patch, it reduces the initial fear and stress of injection by young patients. The manufacturer ALZA has been producing medical supplies and instruments since 1968 and has recently attracted medical supplies market with E-Trans.  
[www.alza.com](http://www.alza.com)

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'The Red Sea Star'



'The Red Sea Star'

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 'The Red Sea Star'  
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 'The Red Sea Star'  
 Bay) 50m 가 7m  
 'The Red Sea Star'

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 'The Red Sea Star' (Aqua Creations)  
 가

'The Red Sea Star' 가 (Josef Kiriaty)가  
 . [www.aquagallery.com](http://www.aquagallery.com)

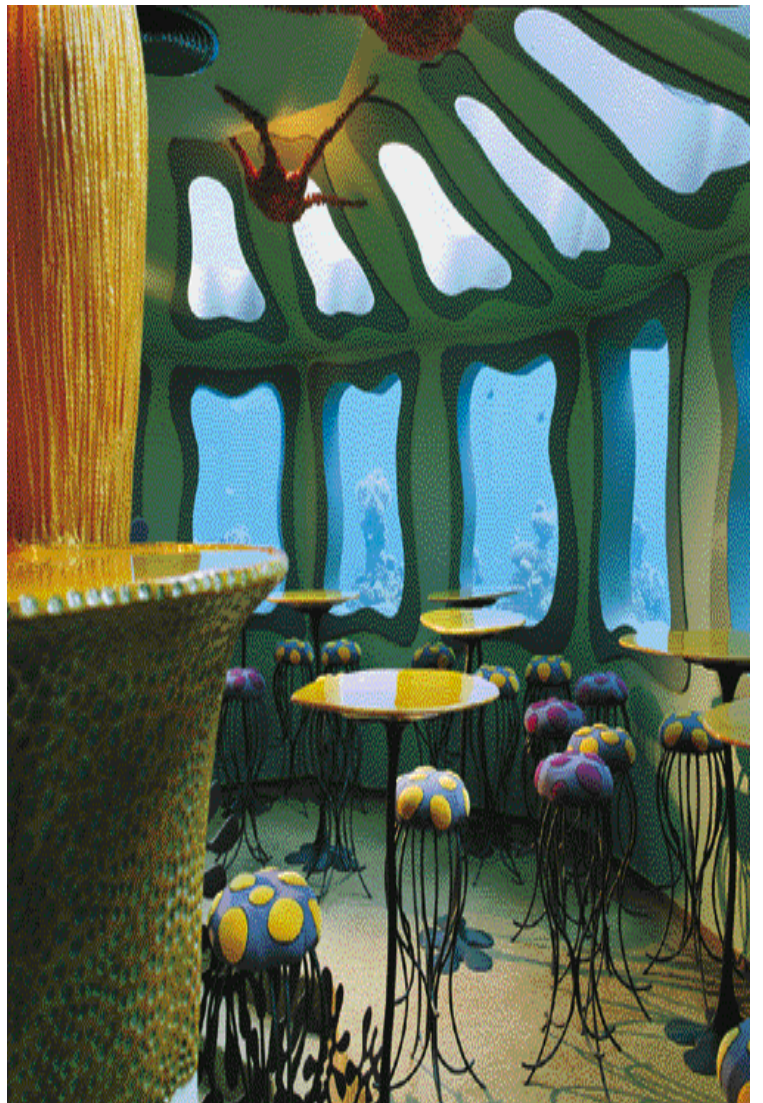
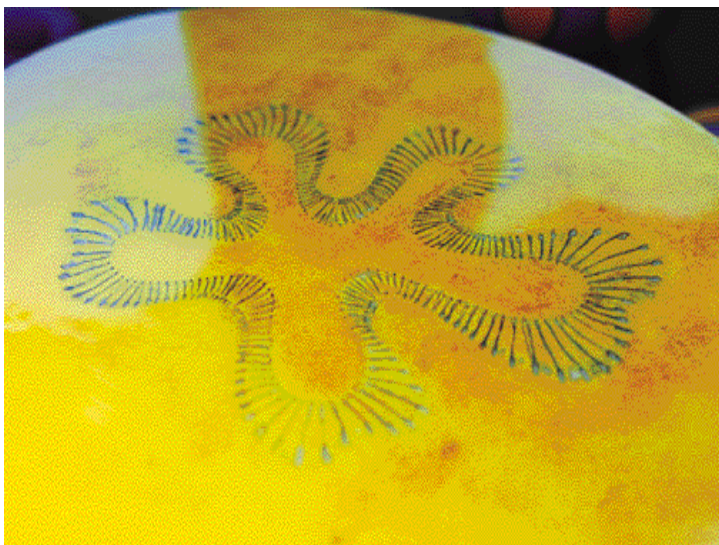
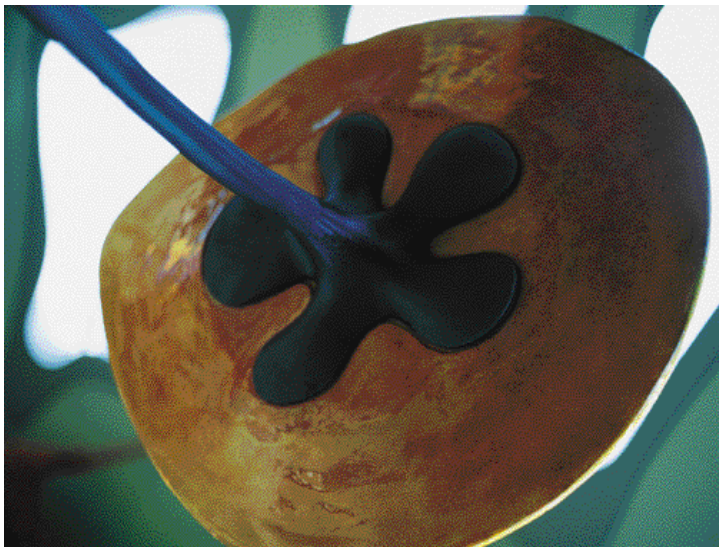
(Aqua Creations) 1992  
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 가 (Ayala S. Serfaty)가  
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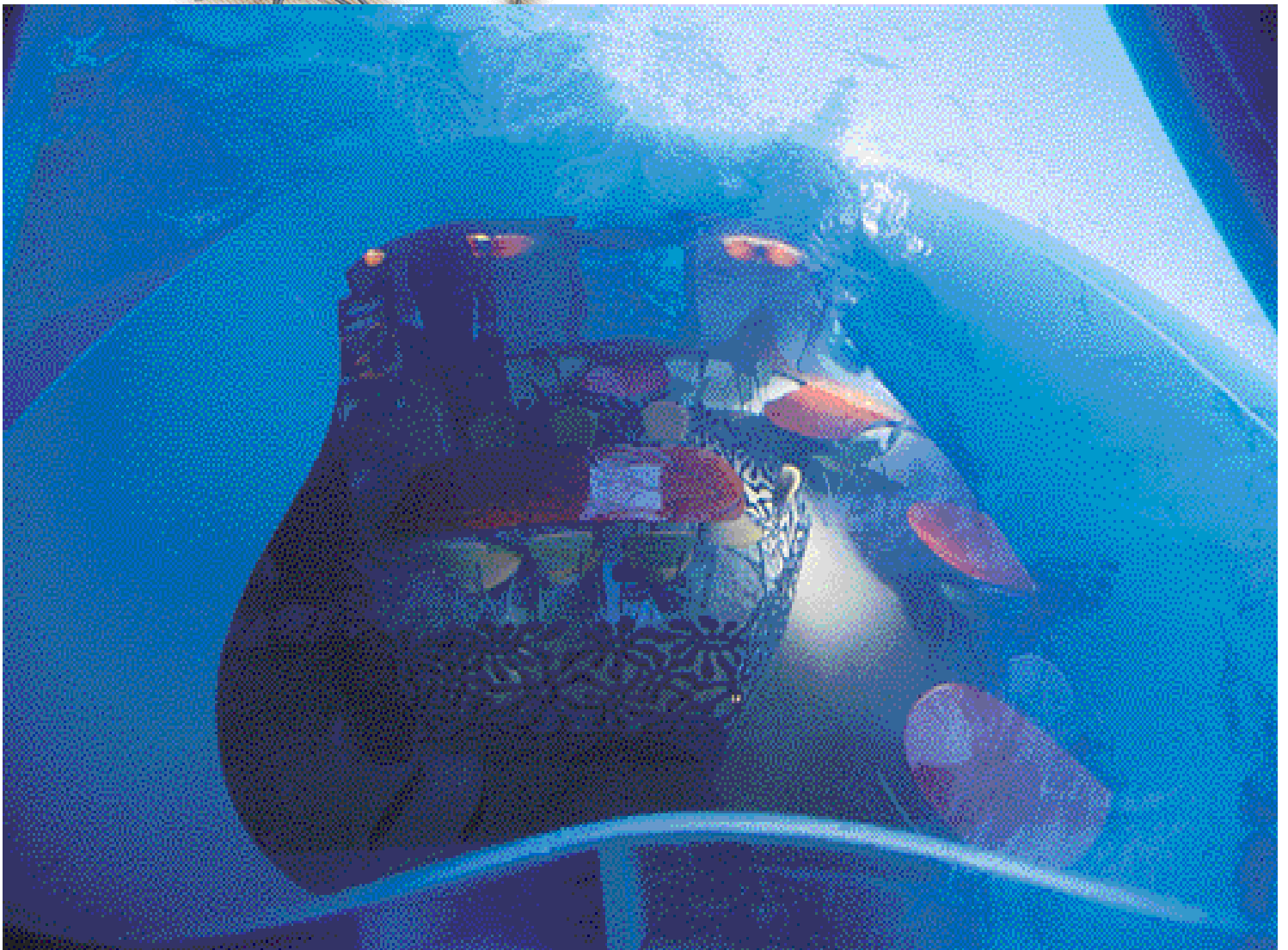


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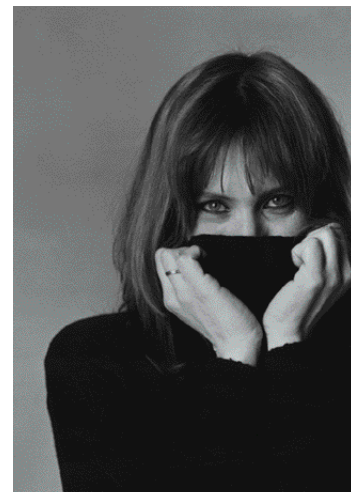
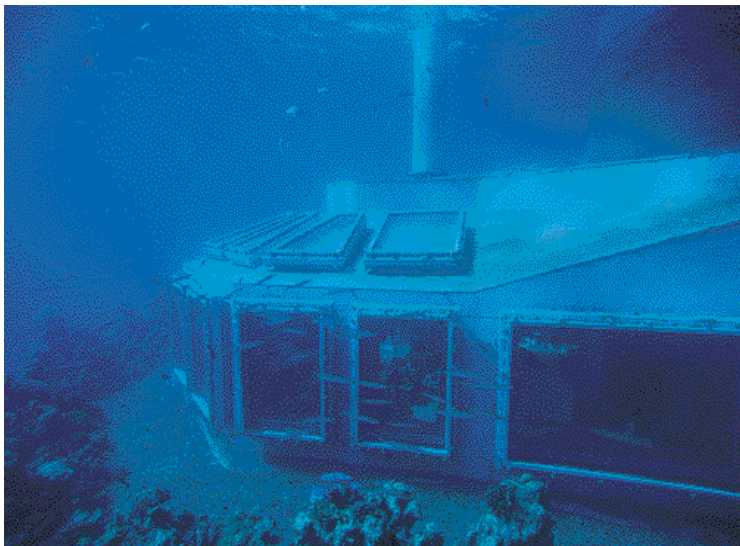




'The Red Sea Star'

# Rhetorics on the Mystery of the Deep Sea World, The Red Sea Star

'The Red Sea Star' brings a pleasant and colorful reminiscence to the world of mystic deep sea. Located 20 feet beneath the sea and three hundred feet offshore at bottom of Eilat bay, The Red Sea Star is found on the southern most tip of Israel. Aqua Creations, a design firm based in Tel Aviv, Israel, redesigned the previously not-well-known deep sea world and transformed it into a fantasy-filled submarinal resort. Currently Aqua Creations is running showrooms in major cities around the world exhibiting the latest design items. Ayala S. Serfaty, the designer-in-charge for Aqua Creations, boasts strong foundation in fine arts as can be witnessed in her product design and interior collection. The company now supplies its products throughout the world by order from designers, private collectors, and companies. [www.aquagallery.com](http://www.aquagallery.com)



(Ayala S. Serfaty) “  
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(Bezaiel)

(Middlesex Polytechnic)

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가 (Twerigi) 가 ?  
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The Twergi are the soul of our mountains, legendary

creatures produced by centuries of folk imagination. The Twergi were small creatures dressed in leaves or rags, cunning but not wicked, who had a mixed relationship of good-will and spitefulness with the shepherds. They worked wood and metal and taught the mountain-folk how to process milk and do the laundry using ash. They lived in the woods, gorges and mountain caves. The shepherds used to come across them during their long, tiring walks through the woods and over rocks in search of grass and wood. They were cheerful beings accepted with an indulgence which brought the great mystery of the mountains to life. The Twergi have always accompanied the hard work of generations of peasants and shepherds who have molded these mountains across the centuries, and the legend still continues...

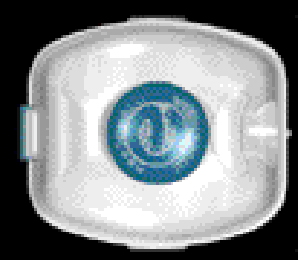
# Alessi's Adventure into the Woods - Alessi Twergi



..... PET TRASH IMAGE

(イメージイラストのための実際の商品とは、多少異なります。)

MATERIAL ..... 再生 PET 100 %  
 CAPACITY ..... 75 ℓ (about)  
 WEIGHT ..... 2000 g (about)



φ 330

Top



Front



Side



Back

(PetTrash)



2000 4

1999 9

PET

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(Kuroki

Architects Design)

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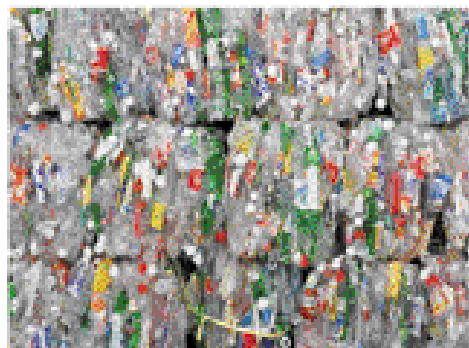
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[www.kuroki-ad.com](http://www.kuroki-ad.com)





Japan Now !!



Recycle Petrol,  
Kuroki  
Architects  
Design's  
'PetTrash'

Kuroki Architects Design, based in Japan, has applied its years of expertise in designing outdoor public spaces, commercial store space, and automatic street vending machines. The company recently set off a new project that could help alleviate environmental concerns caused by consumer wastes. 'PetTrash' is Kuroki Architects Design's solution is to recycle old Pet bottles and re-produce it into a useful and, furthermore, good-looking recycling bin. PetTrash recycle bins are individually designed to fit the surroundings. Many beverage and drink producers have installed matching PetTrashes nearby automatic vending machines on the streets and at corners to facilitate customer utility. Unlike the many conventional recycle cans and bins produced without much consideration given to the aesthetic aspects, Kuroki's designed PetTrash expects to help promote the awareness of recycling while creating visual pleasure to public users. [www.kuroki-ad.com](http://www.kuroki-ad.com)

PET Bottles trashed by consumers are collected by collecting companies are pelletized by recycle factories. HISASHI Co. Ltd., the manufacturer of PetTrash, then purchase those pellets to mold the products. Finally, recycled PetTrash products are sold to beverage suppliers, and the recycle circle is completed.



(Kuroki Architects  
Design)

