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June 1, 2005

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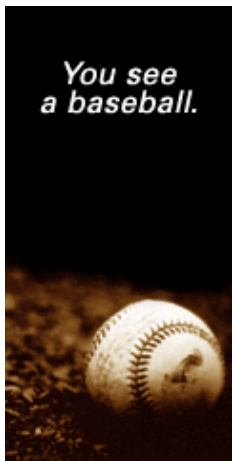
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PRINT&DESIGN PICK OF THE DAY

Icarus Music - Garden Nymph Salad



Series of 3.
View entire campaign in large format PDF. (0.3 MB)



Lakewood, Calif.-based Icarus Music files close to the self-promo sun in a refreshingly impossible-to-overlook package for its CD sampler. Conceived and produced by composing partners Eddie Freeman and Marta Victoria — Victoria also has a graphic design background — the package looks like lunch in the form a Garden Nymph Salad. It arrives in a white takeout bag, and the hinged plastic container within has a thermal paper "receipt" taped to the top, which is actually a cover letter. Inside the container is the music CD nestled in a bed of cloth leaves. A pseudo dressing packet hidden beneath contains testimonials from satisfied clients. A napkin, a fork and a foil-wrapped chocolate ladybug top off the presentation. So why of all things a Garden Nymph Salad? "We started with the concept of musical tidbits on a CD," explains Victoria. "You know, tasty? That evolved into the salad thing, then the garden nymph kind of appeared as a way to personify it all. Eddie wanted her to be sensual and I wanted her to have mystery. Hopefully, she invites creatives to taste our music. We want to give them an enjoyable experience while communicating that we can handle what's on their plate." See www.icarusmusic.com for more.

Client:
Icarus Music

Design:
In-house

Creative Directors:
Marta Victoria
Eddie Freeman

Designer:
Marta Victoria

SWEETMETER

Current Rating: 50

VOTE

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