

## 2009 How Design Conference CD Exchange Sleeve

BY ARMIN / ON / MAY.11.2010 / IN / [MUSIC PACKAGING](#)



### ~ project OVERVIEW

#### DESCRIPTION

2009 How Design Conference CD Exchange Sleeve

#### CLIENT

Self-promotion

#### DATE

June 2009

#### DESIGN CREDITS

Giliah Press + Design:

Art Direction and Design: Kat Feuerstein

#### PRINT CREDITS

Giliah Press + Design:

Press: Whitney Cecil

#### TYPE CREDITS

Rockwell

### ~ production DETAILS

#### QUANTITY PRODUCED

35

#### PRODUCTION TIME

5.5 in x 5.5 in

#### PRINT METHOD

Letterpress

#### PAPER STOCK

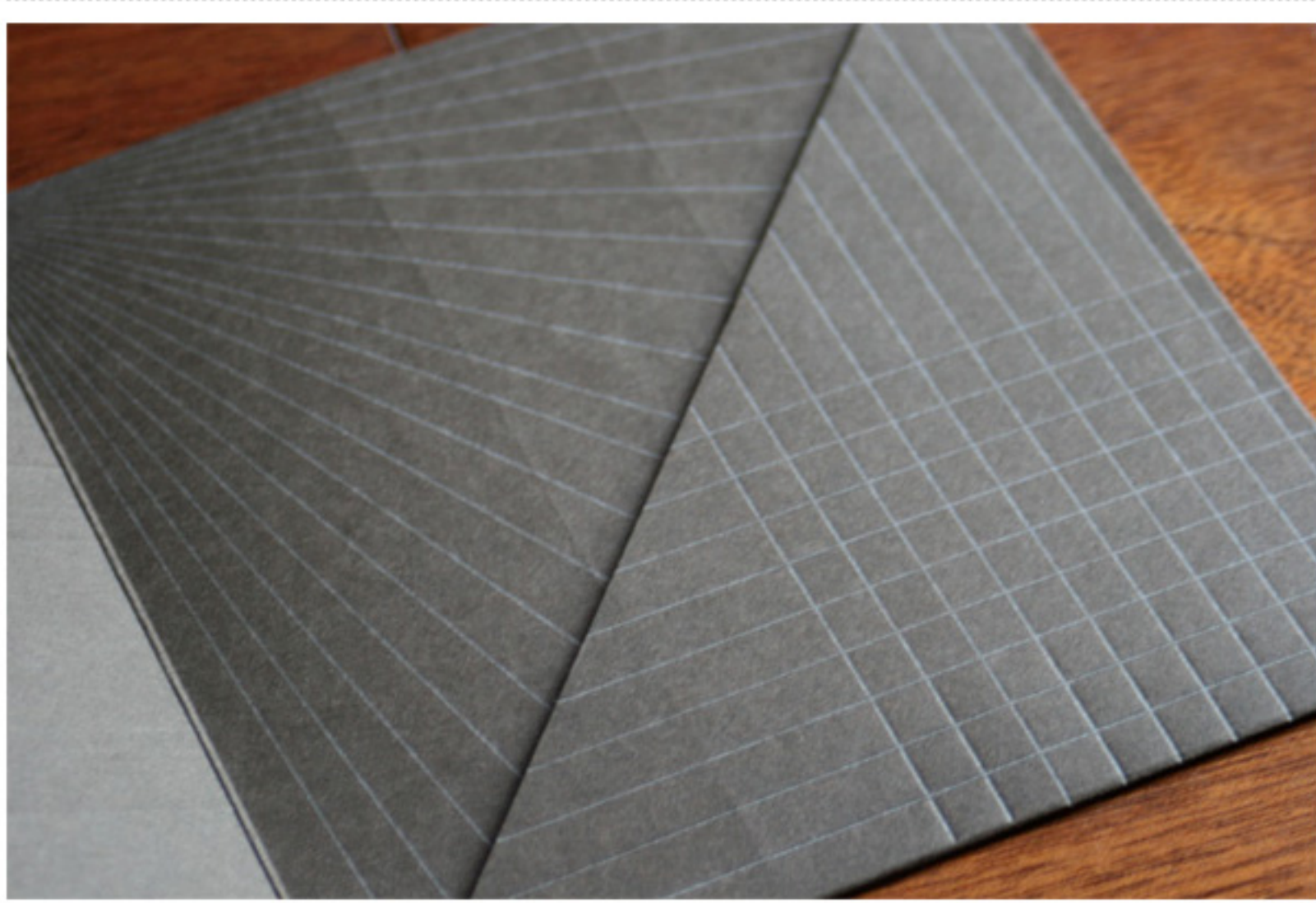
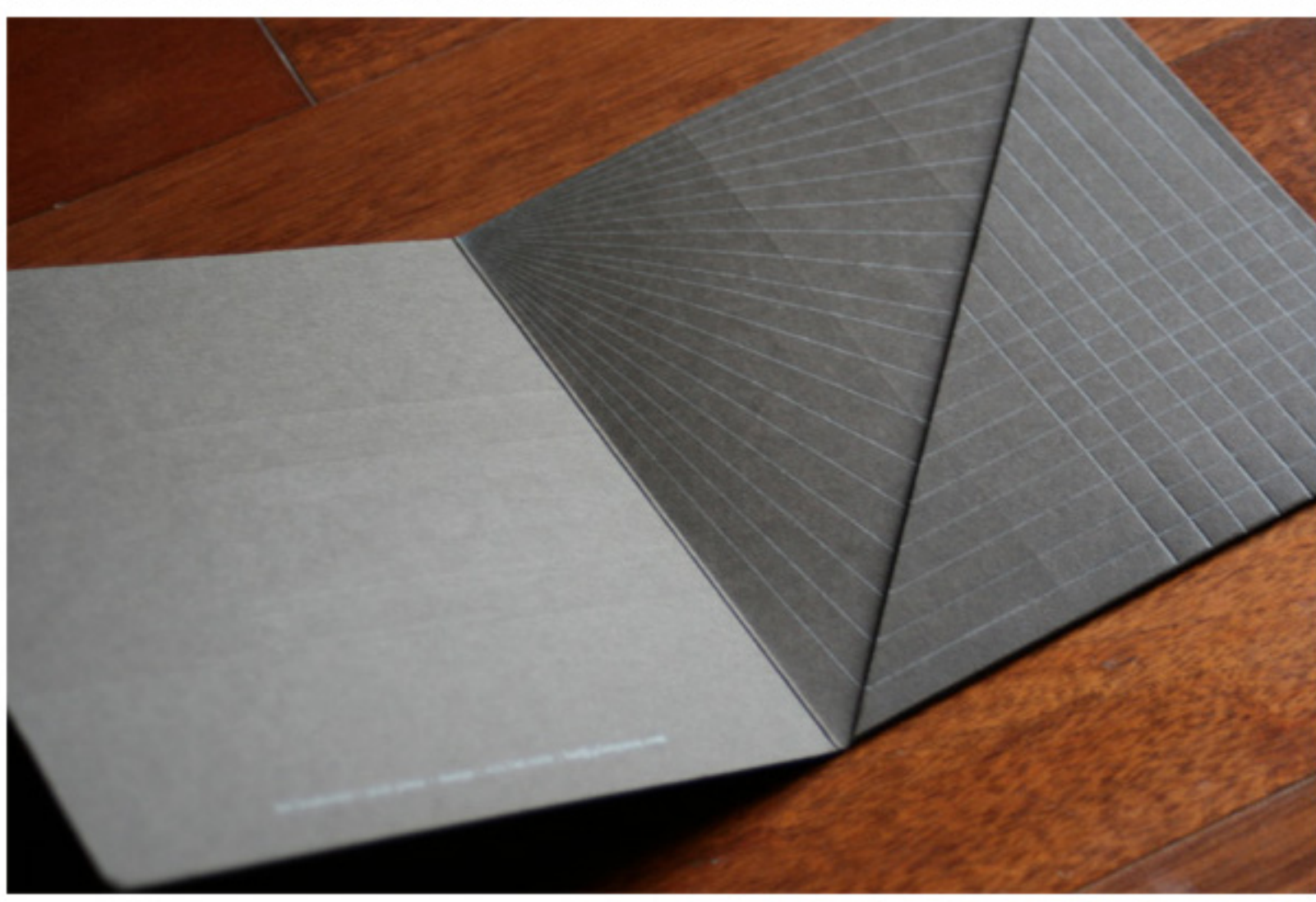
Waste Not Paper Chocolate

#### NUMBER OF COLORS

1 spot (PMS 877)

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For the past seven or eight years, a devoted group of attendees to the HOW Design Conference have organized a small CD Exchange activity, where each of them selects a few tunes and tries to out-wow the others by doing a cool label or sleeve. For the 2009 HOW Design Conference in Austin, TX, Giliah Press + Design did a fairly wow-ish sleeve — although, to be fair, I will be wowed by anything printed silver on chocolate colored paper — with a compilation of songs that had "HOW" in the title. The most impressive part of the printing though, is on the inside sleeve where the corners of the vertical lines across it, join with the angled lines on the inside, a very nice feat to pull off. Plus, did I mention this is printed silver on chocolate brown?



IT HAS BEEN TAGGED WITH / [BROWN](#) / [CD PACKAGING](#) / [METALLIC INK](#) / [SILVER](#) /