



Photo: Elisabeth Heddenhausen

## STUDIO TRICLAIR

One of the most firmly established principles of our carton industry is that the exterior of a package for chocolates or confectionary "must be sweeter than the contents". Most of these packages and their contents are bought to be given as presents. This fact is perhaps the explanation of the lavish use of beautiful flowers, putti, gardens, flights of steps, terraces, pergolas, and fountains.

Whatever the truth may be, the two graphic artists Claire and Zumpe (who collaborate under the name of Tricclair) are endeavouring in this case to convert the excessively decorative ideas of the Central German packaging industry into an original and better form. They have cleverly adopted the suggestion made by us, and we hope that this suggestion will be equally readily adopted in practice.

Translated by W. L. Campbell