Contributors for our volume “200 Best Packaging Design worldwide 17/18”

Bruce Duckworth
Bruce started Turner Duckworth in 1992 with his friend and fellow designer David Turner. Together with the agency team, he has since produced work that has won most of the world’s top brand identity and packaging design awards, among them D&AD Yellow Pencils and the first ever Cannes Grand Prix for Design. Turner Duckworth is also the first design company to have had work inducted into the CLIO Awards Hall of Fame. Bruce is currently President of D&AD.

Naomi Hirabayashi
After graduating from Musashino Art University in 2005, Naomi started working as an art director/graphic designer for Shiseido Co. Ltd. Since then, she has completed identity, print, and packaging work for a wide range of clients, including Toshiba, IT: Styel Miyake, and Shiseido. She is currently working as an art director for Japanese fashion magazine “GINZA.” Works created by Naomi have been widely published and exhibited, and she has received many creative awards.

Christoph Häberle
Professor at the Hochschule der Medien (Media Academy) in Stuttgart, a teacher of design and communication with a special focus on packaging design and marketing. Christoph was also on the jury of our previous 200 Best Packaging Design books back in 2010 and 2015/16.

Christine Thierry
Christine, Art Director at Lürzer’s Archive, previously worked for many leading agencies and clients at DDB, BACI & BACI and other Vanesse and international agencies. She has twice been awarded the Gold DCA Award of the Australian Designers Club. Christine has an M.A. in American Studies from Johns Hopkins University. She is a lectured for the Masters program in Design and a member of the board of the International Center for the Promotion of Exports. Christine has also been an active planner of the editorial of Lürzer’s Archive.

Rebecca Apfelbaum
Rebecca grew up in New York and earned a degree in Design. After working for a number of different companies in the publishing industry, she moved to San Francisco and worked as a designer and art director. Since 2000, she has been working as a freelance art director, specializing in packaging and identity design. She has received recognition in June 2008, when her work was featured in the national exhibition “The New Face of American Design” at the American Craft Museum in New York City. She has also been published in D&AD, a leading graphic design magazine, and in the American Society of Media Arts. Rebecca is currently working on her second book, “The New Face of American Design.”

Michael Weinzerl
Michael is Publisher and Editor-in-chief of Lürzer’s Archive. After publishing “New Face of American Design” in 2000, he was named “Young Entrepreneur of the Year” by the Austrian Chamber of Commerce in 2002. Michael and Lürzer’s Archive have been awarded the Gold DCA Award of the American Designers Club. Michael has also been on the jury of the Lürzer’s Archive Golden Award for more than ten years. He is the author of “The New Face of American Design” and has written extensively on the subject of design. Michael is also the founder and editor of Lürzer’s Archive magazine. A full biography and a list of all his publications can be found at www.luerzersarchiv.com.