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In our everyday lives we are constantly bombarded by electronic media. From billboards to the internet, television and movies, special effects rule the day. Whether new technologies such as touch screens or retrievals from the past such as GIFS or 3D graphics, the arsenal is vast. As a result, we are numb to passive forms of advertising or promotion. In Graphic Candy, designers respond by presenting the best in interactive promotional design of recent years. Showcasing a brilliant assortment of invitations, stationery, calendars, toys, puzzles and more that push print technology to its limits, involving the consumer in the realization of the design itself and in turn the promotion of the brand. Featured designers include: Codesign, Werner Design, LSDK, Paperlux, Wakey, Vellut, Yurko Gutsulyak, SNASK, The Creative Method, BLOW, KOTENHITS, Bunch Design, Onion Design and Bravo Company.

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