

GEOMETRIC PATTERNS

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Reminiscent of Colorforms, tangrams tiles, and 1960's preschool designs, geometric patterns are boldly claiming packaging and print design today. With contrasting but simple, optimistic color schemes, and distinct "building block" shapes, the designs bring Bauhaus or Constructivist layouts of the past to mind, with a dash of mid-mod pop for color theory. These designs are joyful but orderly and offer structure but have a playful sensibility.