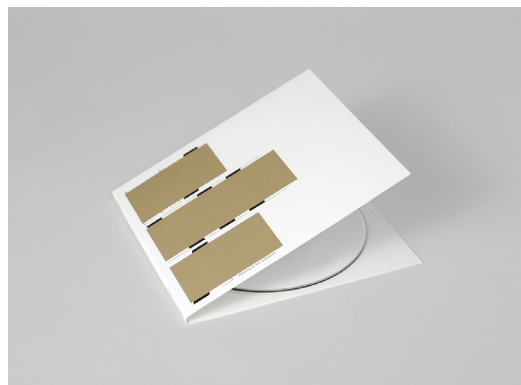




Interview with Grafik By Caroline Roberts

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2010



How did the project come about?

We have just started working with an independent record label called Fine Art Recordings and this is our first project with them.

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What the brief was?

This is the first of a series of limited edition compilation CD's that will be released under the title MVSICA. So the brief was to create something engaging and a bit exclusive, something that would draw attention to the launch of MVSICA.

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How you tackled it?

We knew that it was a limited edition so that gave us the freedom to explore ideas that otherwise would not be possible. We loved the idea of covering the artwork but more, covering the artists and track names — there is a strong sense of intrigue when something is obscured or hidden.

There is also a deeper meaning that we particularly liked, the idea that music is given more depth when you can hold the object it came in. Something that digital music doesn't have — You cannot have scratch off panels on a digital album can you? It was that interaction that we felt would be engaging for people.

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Any particular challenges?

Working out how to get it produced within budget was particularly challenging. Thankfully Nitzan who runs Fine Art was instrumental in working with us to get it produced to a high spec.

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Which element you're most proud of and anything that didn't quite go to plan?

I know the music industry has changed dramatically, and will continue to do so. Therefore we're pleased that this reinforces the need to push our creativity with music packaging ensuring it is engaging and remains an important part of the music industry.

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Technical Specifications:

200 Limited Edition
Size: 140 x 125mm
Extent: 4pp with 6mm spine
Material: Silk 400gsm
Finishing: Gold latex scratch off covering areas, crease, trim, fold

Printed by Generation Press

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