



# ARTICLE

# Michael Day

Michael Day discusses the importance and the art of packaging design. Day takes great inspiration from others and claims he can spend hours trawling design blogs and books with the hope of his own design thinking to get warped.

Day says that he loves the fact that he can still express his childish side even at the age of 22 when most people should be thinking about maturing. He takes no embarrassment from this but knows there is a time and a place for serious and commercial design thinking. We caught up with Michael and got a good sense of his personality as well as his article on "The Art of Packaging Design". Enjoy.