



## A jewel of an idea

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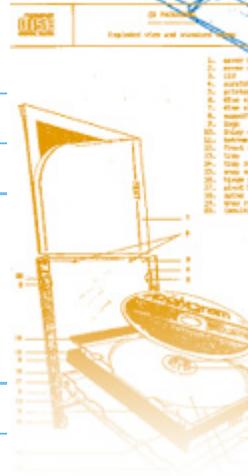
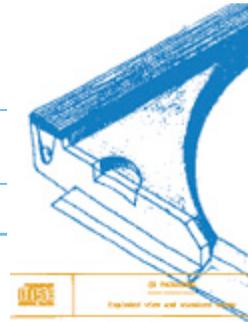
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**How many designers can look back on their life and genuinely claim that their work sold in the billions? And still is, 20 years later? Well, packaging designer Peter Doodson is one who can.**

And even though the modest Englishman recently retired, he will be able to enjoy his work for decades to come. The story goes back to 1981 when he was presented with the soon-to-be-launched CD, and asked to come up with the packaging. "They had paper sleeves, but asked us to come up with other ideas," recalls Doodson today. That brief included keeping the disc flat and preventing scratches, and enhancing the hi-tech appeal of the new music carrier. Doodson's answer, like all the best designs, was simple yet effective: a case made of clear plastic, with tabs to hold artwork and sleeve notes, and a tray for the CD.

In the months following the launch of the CD in 1982, Doodson refined his design, rounding the edges, adding a clamp to hold the disc and ribbing to the top and bottom of the case. "I specified polished ribs as they pick up the light and shine, making it even more hi-tech." It was the final touch, earning the nickname 'jewel case' for this now perfect – and ubiquitous – example of the packaging designer's art.