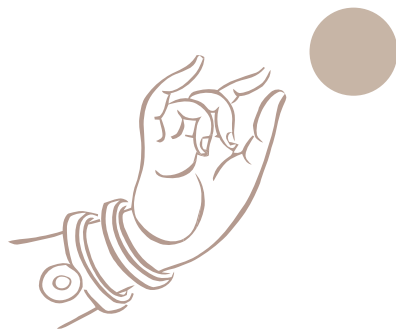


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MOONCAKE PACKAGING DESIGN

AN EXPLORATION OF MID-AUTUMN FESTIVAL SYMBOLISM
AND MINIMALIST DESIGN

*A thesis presented in partial fulfillment of the
requirements for a **Master in Design** at Massey
University, Wellington, New Zealand.*



Abstract

In this Master of Design thesis project, I explore the excessive packaging of Chinese Mid-Autumn Festival mooncakes and the positive impact of minimalist design on the current packaging trends. In particular, I explore how minimalist design can be subtly applied to mooncake gift-box packaging so as to reflect the traditional values associated with the Mid-Autumn Festival while also offering today's young Chinese a new approach to this symbolic packaging. I explain, through my design exploration of the legends and customs associated with this ancient and notable festival as well as the visual symbolism, colors, materials, and forms used in mooncake packaging, how this new approach draws inspiration from Japanese minimalist design and traditional Chinese motifs. Through this packaging design exploration, I hope to offer an alternative that maintains the integrity of this festival and its ancient customs.

Key words: Chinese Mid-Autumn Festival, minimalist design, mooncake packaging.

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