

# Roll over Beethoven, tell Tchaikovsky the news

**The venerable piano  
maker's 50th  
anniversary is  
celebrated with  
MPS's 21-classical CD  
Steinway replica,  
reports Larry Jaffee**

Steinway is head of the class in terms of pianos, and the company recently decided to commemorate its half-century mark making world-class instruments with a special 'Steinway Legends' collection available at retail.

Music label Universal Classics collaborated with Multi Packaging Solutions (MPS) to package the first recording series to be fully endorsed and supported by Steinway & Sons.



MPS made an exact replica of a Steinway piano - only that it contains the music, not play it

Only 1,500 units of the limited edition, which lists for US\$179.99, were produced by MPS.

Containing acclaimed recordings from a select roster of legendary artists, 21 CDs and a perfect-bound booklet

are contained within a board-like exacting replica of the iconic Steinway Piano, including a Steinway Piano logo and a complement of piano keys. Just like an instrument, the hinged piano is held open with an attached display an insert that features the natural workings of the piano. "We were able to achieve the look of the Steinway Piano by packaging the vast resources across the our structural design, manufacturing the vast resources across the Packaging Solutions network, and project management team. MPS's team at Universal Classics on the name of Steinway & Sons cross-section of pianists who work with the piano manufacturer 'Steinway Artists' - and have for the Universal Classics Group of labels. The contents focus on solo piano works that are the of any major career: Haydn, Beethoven, Schubert, Chopin, Liszt, and Brahms.

# TV series dead, but not forgotten

**HBO Video and Ivy Hill send off five seasons of 'Six Feet Under' in a box, complete with head stone and fake cemetery grass, reports Larry Jaffee**

The end of a well-received television series always is a sad occasion for its fans. But lucky for them they have DVD to preserve all the heart-rendering episodes, scenes and moments. HBO's hit series *Six Feet Under* this past holiday season received a new lease on life with the release of a DVD box set contained in a truly unique package.

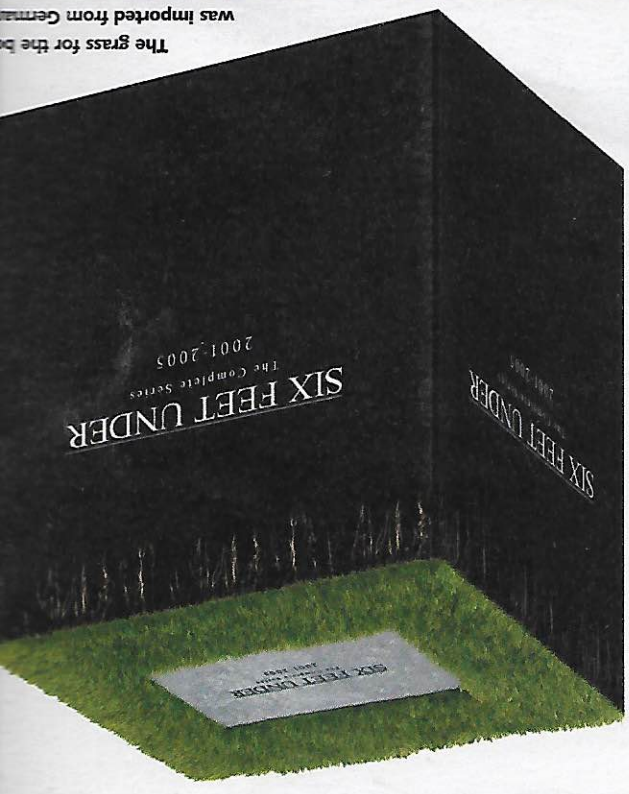
Designed to resemble a burial plot, the secondary packaging, complete with faux grass and a tombstone, contains discs of all five seasons of *Six Feet Under*, in addition to two discs of series soundtracks and a guide that lists "obituaries" for the show's characters. "We knew we wanted to do a com-

plete series like we did for *Sex in the City*," explained Nick Ciallelo, vice president of creative services at HBO Video. "Contending with an accelerated lead-time on the DVD launch, we really began exploring the packaging concept right after the last season finished airing on HBO in 2005. Our aim is always to provide fans with packaging that creates a strong connection with the shows they know so well."

Produced by Ivy Hill in New York, the carton utilized an 80pt chipboard substrate and wrapped the exterior in laminated paperboard featuring artwork designed by New York-based SamFan design.

Sparing no expense for the perfect look and feel, the "grass" was imported from Germany.

"We look at this as a total experience for the viewer and we believe that packaging is a very important first impression," said Ciallelo. "The buyer is already a fan of the program, and we think they're looking for aesthetically appealing packaging that will fit on their shelf or coffee table. The whole process - discs, collateral and the packaging - is one experience."



The grass for the box was imported from Germany