

# 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-based an exacting replica of the iconographic Steinway Piano, including a faceplate with the Steinway logo and a full complement of piano keys. Just like the real instrument, the hinged-piano lid can be held open with an attached arm to display an insert that features the internal workings of the piano.

"We were able to achieve the authentic look of the Steinway Piano by utilizing the vast resources across the Multi Packaging Solutions network, including our structural design, manufacturing, and project management teams," commented Mario Augusta, MPS vice president of sales. He added, "We really enjoyed working with Pat Barry and her team at Universal Classics on this very special and unique package".

The series was conceived to connect the name of Steinway & Sons with a cross-section of pianists who work closely with the piano manufacturer - called "Steinway Artists" - and have recorded for the Universal Classics Group family of labels. The contents focus on the great solo piano works that are the foundation of any major career: Haydn, Mozart, Beethoven, Schubert, Schumann, 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-rending 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 utilised an 80pt chipboard substrate and wrapped the exterior in laminated paperboard featuring artwork designed by New York-based SanPan 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