



Properties list:

- information about use
- product accessibility
- end-user packaging
- single product
- concept
- opening and closure systems
- dispensing systems
- pasta, rice and grains
- folding carton
- cardboard and paper
- contemporary
- rough
- instruction through pictograms
- identity by colour

Packaging for 500 g of spelt ("Farro" in Italian). The objective of the project is helping the user in accessing to the product, by two different modalities: pouring the product from a spout or completely opening the package and taking the product with a hand.

Reference:

Credits:

Country: Italy

Year: 2008

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Workshop 2008-2009, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Giuseppe Meana with Erik Ciravegna and Sara Sanvito

Partnership: ProCarton Italia

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Other images:

