GINEVRINE



Properties list:

reusability
information about use
product accessibility
information accessibility
end-user packaging
single product
concept
confectionery and sweetness
folding carton
cardboard and paper
identity by shape
photo to describe
instruction through illustration

Packaging for flavoured pastels called "ginevrine". The packaging solution is a folding carton, which reminds the traditional paper sachet for candies. When the product is partially consumed, the container can be divided into two parts and becomes a re-closable sliding box.

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

Students: Claudio Poli, Daniele Repetti, Claudio Savarola

Other images:





