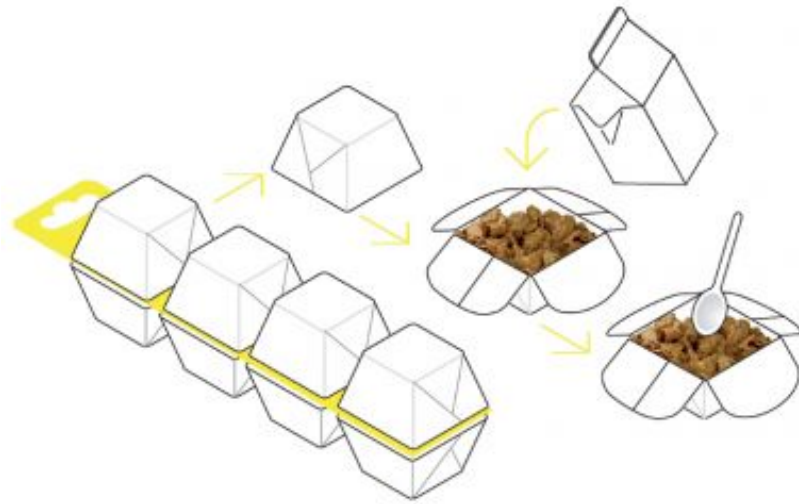


CORNFLAKES



Properties list:

product accessibility
end-user packaging
single product
concept
pasta, rice and grains
other shapes
folding carton
cardboard and paper
textured
rough
identity by shape
identity by modular structure
tactile packaging
carrying system
ready to use
unit dose packaging

Multi-dose and transportable packaging for cornflakes. The container is made of white folding carton with a polythene film, so that it is water-resistant and it allows the user to consume the product directly in the package. The external surface is rough, opaque, textured and embossed in order to render the tactile perception of cereals.

Reference: [Bucchetti, Valeria, Packaging tra vista e tatto, Edizioni POLI.design, Milano 2007.](#)

Credits:

Country: Italy

Year: 2007

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

Course: Workshop "Packaging tra vista e tatto" 2006-2007, Communication Design Bachelor Degree

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

Partnership: ProCarton Italia

Students: Silvia Belleri, Laura Cattaneo, Manuel Colombo

Other images:

