

# FAVE DI CACAO

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## Properties list:

tactile packaging  
confectionery and sweetness  
product accessibility  
end-user packaging  
single product  
concept  
opening and closure systems  
folding carton  
cardboard and paper  
rough  
metallic  
die cut  
identity by colour  
identity by shape

Packaging for cocoa beans ("fave di cioccolato" in Italian). The package completely hides the product and it leads the user, through its perceptive and sensory registry, by means of chromatic and tactile scales, to unveil the cocoa beans.

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

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## 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:** Luca Cereda, Liliana Cheung, Tommaso De Preto

Other images:

