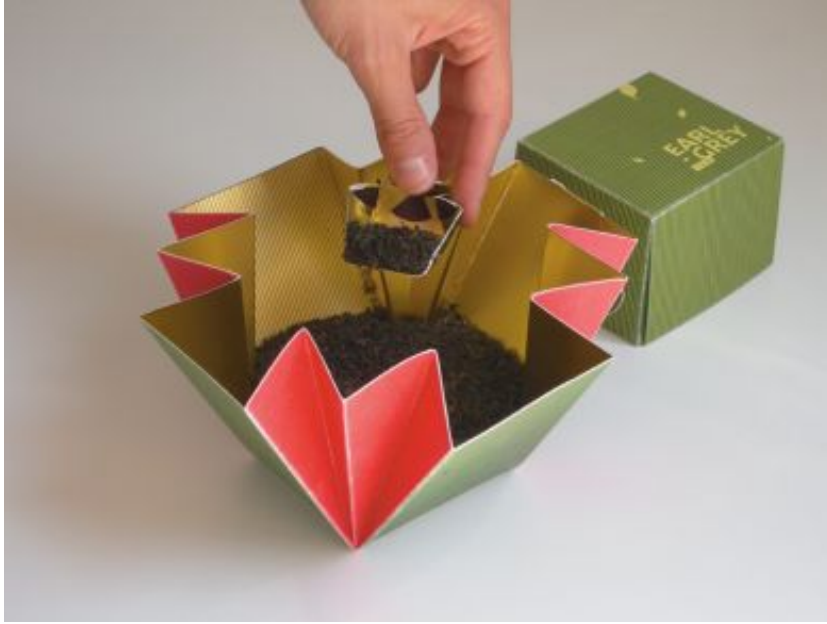


EARL GREY TEA



Properties list:
tactile packaging
single product
for all
folding carton
concept
end-user packaging
product accessibility
coffee, tea and infusions
additional structural elements
contemporary
natural
cardboard and paper
identity by colour
textured
metallescent
identity by shape

The contrast between internal and external renders the double condition of tea as a dried leaf and as an infusion. The system of pleats allows the base to unclench itself at the opening of the box. A dosing device is obtained by cutting a part of the package itself and folding it.

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

Credits:

Country: Italy

Year: 2007

School: Politecnico di Milano, Facoltà del Design (Milano, Italy)

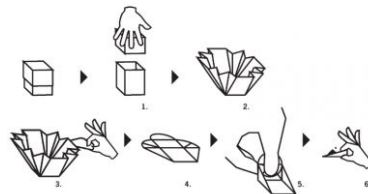
Course: Workshop "Packaging tra vista e tatto" 2006-2007, Communication Design Bachelor Degree

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

Partnership: ProCarton Italia

Students: Emanuele Bonetti, Loredana Bontempi, Emanuele Giuseppe Conti

Other images:



DIFFERENZIAMENTO
***INTERNO/ESTERNO**



IMPIEGO DI
***DUE CARTE DIFFERENTI**



***AMPIA APERTURA**

