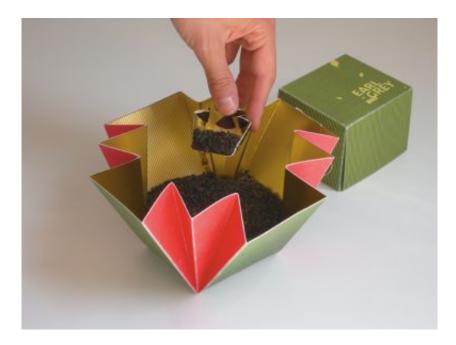
EARL GREY TEA



Properties list:

tactile packaging cardboard and paper single product end-user packaging concept product accessibility coffee, tea and infusions folding carton metallescent textured natural contemporary identity by colour additional structural elements 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, 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: Emanuele Bonetti, Loredana Bontempi, Emanuele Giuseppe Conti

Other images:









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