

SALI DA BAGNO



Properties list:

- product accessibility
- single product
- tactile packaging
- end-user packaging
- concept
- cosmetics, beauty and toiletries
- opening and closure systems
- dispensing systems
- folding carton
- cardboard and paper
- well-being
- rough
- pearlescent
- identity by shape
- identity by colour
- identity by textures and patterns

The shape and the surface treatments of the package are designed to render the visual and tactile sensations of the product. The bath salts ("sali da bagno" in Italian) qualities are emphasized by the rough-edge form, similar to that of a crystal, and the coarse-grained varnishing characterized by pigments with an iridescent visual effect.

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

Credits:

Country: Italy

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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

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Other images:

