

Properties list:

ready to use product accessibility end-user packaging single product concept homecare products dispensing systems folding carton cardboard and paper textured soft smooth identity by shape identity by modular structure tactile packaging identity by abstract shapes

Packaging for 54 tablets of scented camphor. The triangular shape reminds the crystal structure of the content. The product is pre-measured, organized in 18 individually wrapped portions to facilitate their use. The tactile sensation of the product is evoked through the "soft-touch" surface of the package.

Reference: V. Bucchetti, 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: Susanna Avossa, Ester Bolognino, Michele Cazzaniga

Other images:

