

# MADINA INSERT-ME

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Packaging for nail polish that can be hold between two fingers while using it. "Insert-me" is a new way of polishing nails which widen the use and increases comfort and freedom. It overcomes the difficulty of not having the bottle in hands, accomplishing the remove of distances between bottle and nails, making possible to hold it constantly while applying nail polish. It takes a jump forward in nail polishing, making it faster and comfortable by just inserting the fingers into its concavities. The visual identity, due to its shape creates a distinction from the other commercial nail polishes.

Project developed for the international student competition "Remarkable Packagings & Alternatives" within the "Emballage" packaging exhibition (Paris, November 19-22, 2012).

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Reference:

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Credits:

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**Country:** Italy

**Year:** 2012

**School:** Politecnico di Milano, School of Design (Milan, Italy)

**Course:** Packaging Design 2012, Master Degree

**Lecturers:** Valeria Bucchetti, with Erik Ciravegna, Deborha Dal Degan

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Other images:

