SEI ESSENZE



Properties list:

end-user packaging
range of products
sauces and seasonings
concept
folding carton
wood
glass and ceramics
cardboard and paper
minimal
unusual structural association
identity by shape

The Modena balsamic vinegar, a typical and traditional Italian product, is divided here into six small vials in order to communicate the value of a unique content that is losing importance in the original common packaging.

The vials are different depending on the content, this diversity is based on the cap: the woods are different depending on the aroma of vinegar. For a more clear differentiation t hen appear on the vials in screen printing the six symbols related to the wood in which the product has been aged.

The secondary packaging is clean and elegant: white and geometric lines allow to focus on supports, materials and finishes, the object of our study.

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

Reference:		
Credits:		

Country: Italy Year: 2012

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

Course: Packaging Design 2012, Master Degree

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

Students: Pietro Bonura, Alice Brovelli, Francesca Guerinoni, Michela Locatelli

Other images:



