FARRO

Properties list:

information about use
product accessibility
end-user packaging
single product
concept
opening and closure systems
dispensing systems
pasta, rice and grains
folding carton
cardboard and paper
contemporary
rough
instruction through pictograms
identity by colour

Packaging for 500 g of spelt ("Farro" in Italian). The objective of the project is helping the user in accessing to the product, by two different modalities: pouring the product from a spout or completely opening the package and taking the product with a hand.

Reference:

Credits:

Country: Italy
Year: 2008
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Workshop 2008-2009, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Giuseppe Meana with Erik Ciravegna and Sara Sanvito

Partnership: ProCarton Italia

Students: Matteo Piganzoli, Michela Recla, Marta Schiavi, Mauro Tolla

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