CARAMELLE ALLE ERBE



Properties list:

product accessibility
end-user packaging
single product
concept
confectionery and sweetness
folding carton
cardboard and paper
natural
eco-friendly
rough
identity by shape
photo to describe

Packaging for herbs candies ("caramelle alle erbe" in Italian). The solution was developed s tarting from the analysis of the product characteristics:in particular the fact that these candies are sticky and they paste themselves one on another. The container, economical and essential in its cubical form, was then designed inserting four thin paper sheets, glossy and opportunely folded, which keep separated the rows of candies. The form and the surface treatments of the opening system elements help, visually and tactilely, the user in accessing to the product. Besides, the "milling" effect on the surface also reminds the candies aspects.

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

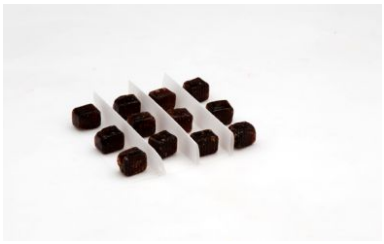
Students: Davide Rusconi, Claudia Tavella, Stefano Totaro, Andrea Venturini

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1416

Other images:









This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1416