CAFFÃˆ IN GRANI



Properties list:

tactile packaging
end-user packaging
product accessibility
single product
opening and closure systems
dispensing systems
concept
coffee, tea and infusions
folding carton
cardboard and paper
soft
metallescent
identity by shape
identity by colour

The package evokes the organoleptic and physics properties of the coffee grains ("caffè in g rani" in Italian), involving the user in the discover of the product. The surface treatments lead the user to open the package and use the product. With this intent, the transformation of the container guides the user's gestures. Prototype realized by GPP Industrie Grafiche.

Reference: Bucchetti, Valeria, Packaging tra vista e tatto, Edizioni POLI.design, Milano 2007.

Credits:

Country: Italy
Year: 2007
School: Politecnico di Milano, School of Design (Milan, Italy)
Producer: GPP Industrie Grafiche

Course: Workshop "Packaging tra vista e tatto" 2006-2007, Communication Design Bachelor Degree

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

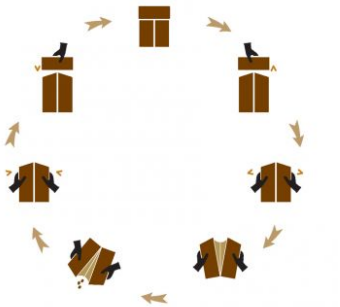
Partnership: ProCarton Italia

Students: Maria Busà, Federica Colamaria, Bice Dantona, Elia De Luca

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