LILIUM



Properties list:

ready to use
single product
information about use
tactile packaging
product accessibility
information accessibility
end-user packaging
concept
flowergrowing and gardening
opening and closure systems
dispensing systems
folding carton
cardboard and paper
natural
eco-friendly
debossed, embossed
soft
instruction through pictograms
photo to describe
identity by photo
instruction through illustration

The package synthesizes the lilium transformation from bulb to bloom and it is conceived at the same time as a tool to put it into effects. The external container renders the visual and tactile characteristics of the bloom, the internal one those of the bulb.

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)

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

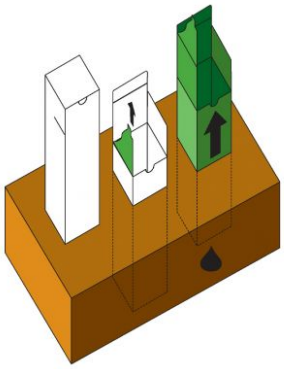
Students: Cristina Bianchi, Simone Crespi, Valentina Faravelli

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