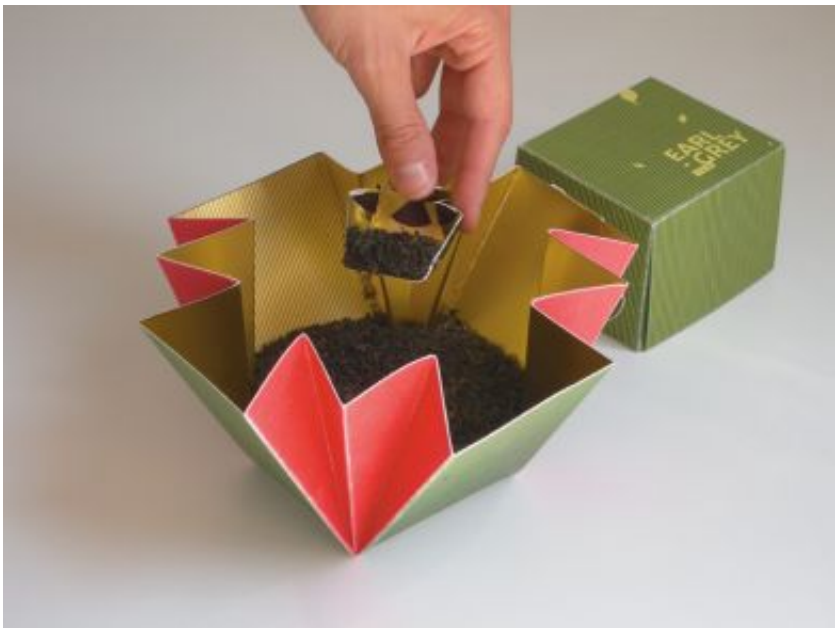
EARL GREY TEA



Properties list:

tactile packaging
cardboard and paper
single product
end-user packaging
concept
product accessibility
coffee, tea and infusions
folding carton
metallescent
textured
natural
contemporary
identity by colour
additional structural elements
identity by shape

The contrast between internal and external renders the double condition of tea as a dried leaf and as an infusion. The system of pleats allows the base to unclench itself at the opening of the box. A dosing device is obtained by cutting a part of the package itself and folding it.

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: Emanuele Bonetti, Loredana Bontempi, Emanuele Giuseppe Conti

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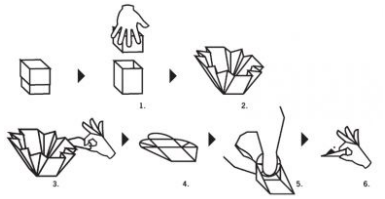
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