ENGLISH BREAKFAST TEA



Properties list:

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

The project starts from the idea that tea leaves are a natural substance and a synesthetic mean. The package renders through its opaqueness and roughness the "sandy" effect of the product. The dosing system is a solution designed to solve the problems that other tea packages have while dispensing the product.

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

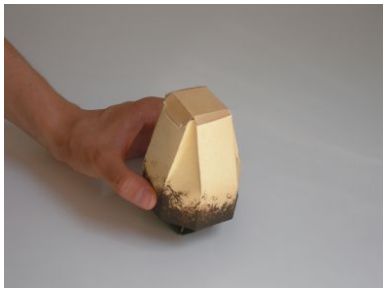
Lecturers: Valeria Bucchetti, Giuseppe Meana with Erik Ciravegna and Sara Sanvito

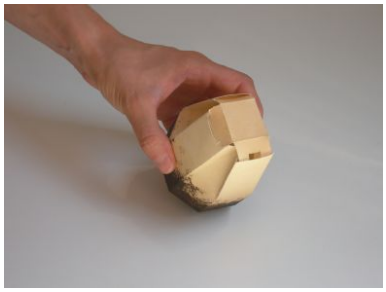
Partnership: ProCarton Italia

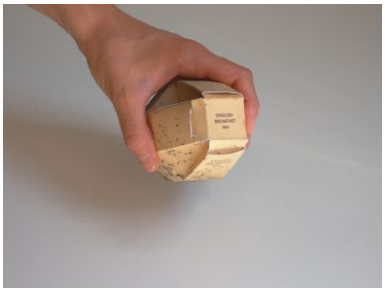
Students: Diana Balzarini, Federico Bertoloni, Giulia Bertuzzo

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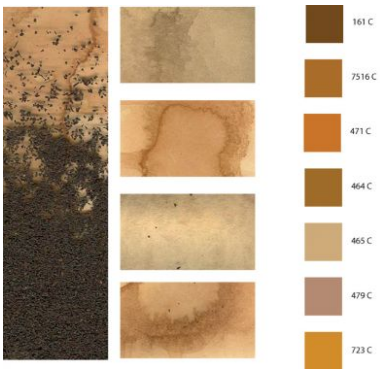












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