TABACCO



Properties list:

ready to use
product accessibility
end-user packaging
tobacco and cigarettes
concept
single product
opening and closure systems
dispensing systems
folding carton
identity by shape
identity by modular structure
cardboard and paper
adults
identity by colour

The packaging solution is meant to solve specific functional problems related to the product protection and dosage and to lead the user gestures during the ritual of the tobacco consumption. At the same time, the container synthesizes and renders both the materical coarseness of tobacco and the refinement and the fanciness of its evocative sphere.

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

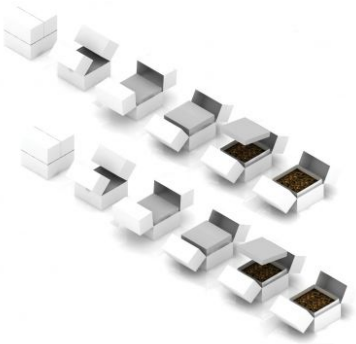
Partnership: ProCarton Italia

Students: Filippo Maria Bonizzi, Marino Capitanio, Giovanni Duò

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