OMBRETTI

Properties list:

ready to use
tactile packaging
product accessibility
women
end-user packaging
single product
concept
cosmetics, beauty and toiletries
folding carton
cardboard and paper
smooth
metallescent
die cut

The package, containing three variants of eye-shadows, evokes the binomial shadow-light, through a high contrast between external and internal. Inside the container is dark, opaque and "materical"; outside, it is lucent, glossy, mirrored, acting also as a tool for using the product.

Reference: V. Bucchetti, 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: Anna Anselmi, Chiara Attieri, Valentina Dell'Acqua, Leonardo Domanico

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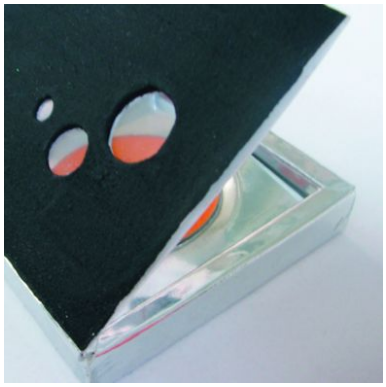

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