CAMELIA



Properties list:

reusability
refill system
information about use
information about content
retail packaging
range of products
concept
coffee, tea and infusions
folding carton
other shapes
cardboard and paper
natural
mass-market
eco-friendly
identity by shape
identity by modular structure
instruction through pictograms
photo to describe

Camelia is a display rack for supermarkets made in corrugated cardboard. It contains tea leaves and other herbal infusions, unpacked, as they are sold in the herbalist shop. It consists of five interchangeable cases (each one containing a different herbal tea) and one support. It works both to carry the product and as a dispenser. During the transportation the cases are combined together, in order to gain space.

Reference:

Credits:

Country: Italy
Year: 2009
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2008-2009, Industrial Design Bachelor Degree

Lecturer: Mario Bisson

Student: Cécile Ellia

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