FIASCO DECANTER



Properties list:

product accessibility
adults
retail packaging
end-user packaging
concept
wine
bottle
glass and ceramics
contemporary
unusual structural association
identity by shape

The project goal is to improve the perception of Chianti wine: it's an important Italian wine which is usually underestimated by consumers. The focus is to change the bad stereotype and shift the way it's perceived, highlighting its elegance and refinement; so, the flask actual shape fits to be hybridized with a decanter's format.
The rounded bottom allows the bottle rotation and the shape reminds a decanter, joining the f lask of Chianti at the wine tasting experience-quality. Also, before the consumption moment the packaging allows the natural areation.
The bottles are pakaged in a 6 pieces cardboard secondary pack with an interlocking base that keeps the bottle tilted that becomes Exhibitor inclined bottles.

Project developed and selected for the international student competition "Remarkable Packagings & Alternatives" within the "Emballage" packaging exhibition (Paris, November 19-22, 2012).

Reference:

Credits:

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Country: Italy
Year: 2012
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Packaging Design 2012, Master Degree

Lecturers: Valeria Bucchetti, Erik Ciravegna, with Deborha DaDegan

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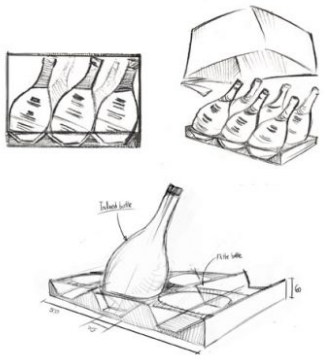
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