PRECIOUS AS DIAMONDS



Properties list:

end-user packaging
single product
concept
sauces and seasonings
box
bottle
glass and ceramics
cardboard and paper
luxury
identity by shape

The concept focuses on the relevance of the relationship between product and container and a lso the ergonomics.
Both balsamic vinegar and diamonds start from raw materials that, with a long waiting, result into something very precious. The project explores the elegance, power, strength and delicacy characteristics that make them so similar, by finding the best way to represent these characteristics on the bottle and secondary packaging shape.

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

Reference:

Credits:

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

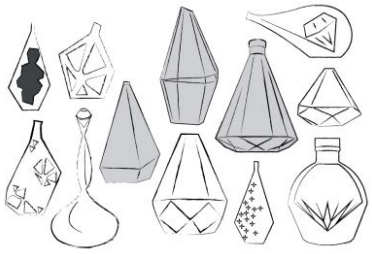
Course: Packaging Design 2012, Master Degree

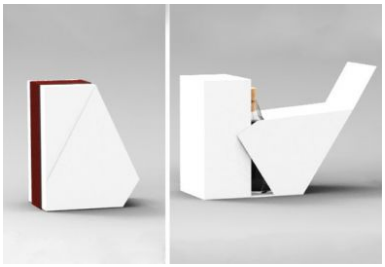
Lecturers:
Valeria Bucchetti, Erik Ciravegna, with Deborha DaDegan

Students: Iandara De Lanteuil, Micol Polon, Carlotta Serri

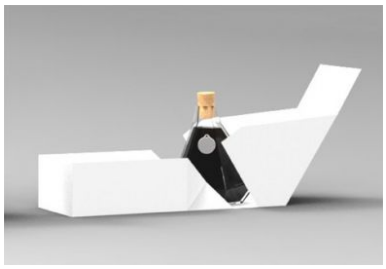
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