SUPERGA SHOE BOX



Properties list:

reusability
recycled materials
biodegradability and compostability
carrying system
end-user packaging
range of products
concept
clothes and accessories
box
other materials
eco-friendly
rough
debossed, embossed
identity by shape
identity by colour
identity by textures and patterns

The concept aims to integrate the functions of the primary packaging of the shoes with that of a shopping bag, thus reducing the enviromental impact of the overall packaging-system. The package is equipped with a lace that can be extended to allow and facilitate the transport as well as the extraction from the shelves. It is composed of a "shell" and an internal tray-drawer: two elements that make up a system for the protection and storage of the product, and which allow, at a second time, the reuse of the pack at home.
The traditional shape of the shoe box (a parallelepiped box with sharp edges) has been softened by curved surfaces; the only used material has been cellulose pulp (biodegradable material produced by injection moulding) also to obtain a more ergonomic shape.

Project developed and selected for the international student competition "Remarkable Packagings & Alternatives" within the "Emballage" packaging exhibition, achieving the second prize (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

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Award: Second prize Remarkable Packaging 2012 | Paris

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