PENNETTE RIGATE



Properties list:

tactile packaging product accessibility end-user packaging range of products pasta, rice and grains concept dispensing systems opening and closure systems folding carton cardboard and paper minimal textured identity by shape photo to describe

Packaging for Italian "pennette rigate" and other kind of short pasta. Key-words of this solution are simplicity and comfort. The opening system becomes intuitively a small tray which helps the user in pouring the product; the package then can be easily reclosed. The stretched shape makes the container ergonomic and easy to stock.

Reference:

Credits:

Country: Italy Year: 2008 School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Workshop 2008-2009, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Giuseppe Meana with Erik Ciravegna and Sara Sanvito

Partnership: ProCarton Italia

Students: Giuseppe Ripa, Simone Tomasi, Diego Vigarani, Camilla Zanon

Other images:



