

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:

