

MUESLI CROCCANTE



Properties list:

- product accessibility
- end-user packaging
- single product
- concept
- other food
- opening and closure systems
- sachet
- folding carton
- cardboard and paper
- historical, traditional
- natural
- hand-made
- identity by shape
- instruction through pictograms

Packaging for crunchy muesli ("muesli croccante" in Italian). The project renders the concepts of product tradition and naturality and, at the same time, its organoleptic characteristics. The package is a combination of half a sachet (kraft paper) and half a box (folding carton): it reminds both the traditional sacks and sachets used in the past for containing the product and the newest and contemporary containers for muesli and cornflakes. The inferior part of the structure (half-box) also strengthens the base of the package and gives more stability and support during all the product life-cycle.

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

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Other images:

