

GINEVRINE



Properties list:

- reusability
- information about use
- product accessibility
- information accessibility
- end-user packaging
- single product
- concept
- confectionery and sweetness
- folding carton
- cardboard and paper
- identity by shape
- photo to describe
- instruction through illustration

Packaging for flavoured pastels called "ginevrine". The packaging solution is a folding carton, which reminds the traditional paper sachet for candies. When the product is partially consumed, the container can be divided into two parts and becomes a re-closable sliding box.

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: Claudio Poli, Daniele Repetti, Claudio Savarola

Other images:

