



Properties list:

- reusability
- information about use
- information about packaging
- end-user packaging
- single product
- concept
- instruction through pictograms
- identity by modular structure
- identity by shape
- coffee, tea and infusions
- plastics
- other shapes
- photo to describe
- identity by colour

The volume and space occupied by empty packages at home is a reality for each of us, in different ways, to be faced by each of us.

The project "ingombri utili" (useful volumes) aims to reduce the volume of the unuseful empty packages by disconnecting them from the life-cycle of the products contained and making their life longer.

The remarkable aptitude for creative reuse of packaging and the attention to money saving in young people who live independently from parents, make them the ideal target for the project.

Within a larger study on the reusability of packaging, a new container for coffee was designed: once the content is consumed, the package is transformed into a pair of cups, which, in turn, through cap joint, can be used as a shaker.

The originality of the pack turns into a value added product and increase the brand visibility.

Reference: [V. Bucchetti, Packaging contro.verso, Edizioni Dativo, Milano 2009.](#)

Credits:

Country: Italy

Year: 2006

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

Course: Final Studio 2005-2006, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Piero Capodici, Chiara Diana, Maurizio Minoggio

Students: Daniele Sandri with Guido Tamino, Simone Vergeat

Other images:

