

CAFFÈ IN GRANI

Properties list:

tactile packaging
end-user packaging
product accessibility
single product
opening and closure systems
dispensing systems
concept
coffee, tea and infusions
folding carton
cardboard and paper
soft
metallescent
identity by shape
identity by colour



The package evokes the organoleptic and physics properties of the coffee grains ("caffè in grani" in Italian), involving the user in the discover of the product. The surface treatments lead the user to open the package and use the product. With this intent, the transformation of the container guides the user's gestures. Prototype realized by GPP Industrie Grafiche.

Reference: [Bucchetti, Valeria, Packaging tra vista e tatto, Edizioni POLI.design, Milano 2007.](#)

Credits:

Country: Italy

Year: 2007

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

Producer: GPP Industrie Grafiche

Course: Workshop "Packaging tra vista e tatto" 2006-2007, Communication Design Bachelor Degree

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Partnership: ProCarton Italia

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Other images:

