

# CAFFÈ IN GRANI

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## 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.

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

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## 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

**Lecturers:** Valeria Bucchetti, Giuseppe Meana with Erik Ciravegna and Sara Sanvito

**Partnership:** ProCarton Italia

**Students:** Maria Busà, Federica Colamaria, Bice Dantona, Elia De Luca

Other images:

