# **CAFFÃ^ 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 g rani" 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

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

Partnership: ProCarton Italia

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# Other images:







