



## Properties list:

- ready to use
- single product
- information about use
- tactile packaging
- product accessibility
- information accessibility
- end-user packaging
- concept
- flowergrowing and gardening
- opening and closure systems
- dispensing systems
- folding carton
- cardboard and paper
- natural
- eco-friendly
- debossed, embossed
- soft
- instruction through pictograms
- photo to describe
- identity by photo
- instruction through illustration

The package synthesizes the lilium transformation from bulb to bloom and it is conceived at the same time as a tool to put it into effect. The external container renders the visual and tactile characteristics of the bloom, the internal one those of the bulb.

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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)

**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:

