

FAVE DI CACAO



Properties list:

tactile packaging
confectionery and sweetness
product accessibility
end-user packaging
single product
concept
opening and closure systems
folding carton
cardboard and paper
rough
metallic
die cut
identity by colour
identity by shape

Packaging for cocoa beans ("fave di cioccolato" in Italian). The package completely hides the product and it leads the user, through its perceptive and sensory registry, by means of chromatic and tactile scales, to unveil the cocoa beans.

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)

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

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Other images:

