



Properties list:

- ready to use
- product accessibility
- end-user packaging
- tobacco and cigarettes
- concept
- single product
- opening and closure systems
- dispensing systems
- folding carton
- identity by shape
- identity by modular structure
- cardboard and paper
- adults
- identity by colour

The packaging solution is meant to solve specific functional problems related to the product protection and dosage and to lead the user gestures during the ritual of the tobacco consumption. At the same time, the container synthesizes and renders both the material coarseness of tobacco and the refinement and the fanciness of its evocative sphere.

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

Credits:

Country: Italy

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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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