

# SALI DA BAGNO

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## Properties list:

product accessibility  
single product  
tactile packaging  
end-user packaging  
concept  
cosmetics, beauty and toiletries  
opening and closure systems  
dispensing systems  
folding carton  
cardboard and paper  
well-being  
rough  
pearlescent  
identity by shape  
identity by colour  
identity by textures and patterns

The shape and the surface treatments of the package are designed to render the visual and tactile sensations of the product. The bath salts ("sali da bagno" in Italian) qualities are emphasized by the rough-edge form, similar to that of a crystal, and the coarse-grained varnishing characterized by pigments with an iridescent visual effect.

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**Reference:** [V. Bucchetti, 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

**Students:** Giancarlo Baffa, Nicola Cellemme, MArcio Ciffo, Mario Del Pennino

Other images:

