

SALI DA BAGNO



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.

Reference: [V. Bucchetti, 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

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

Partnership: ProCarton Italia

Students: Giancarlo Baffa, Nicola Cellemme, MArco Ciffo, Mario Del Pennino

Other images:

