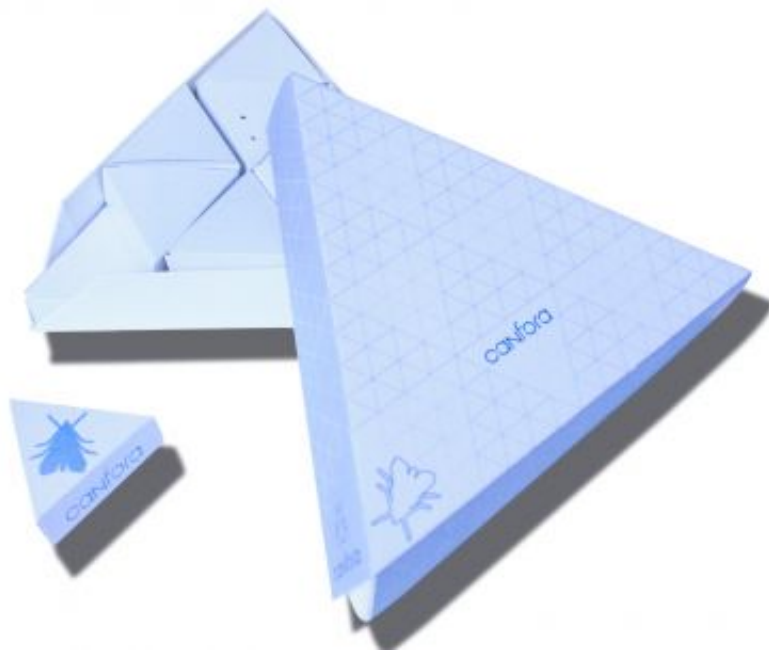


CANFORA



Properties list:

ready to use
product accessibility
end-user packaging
single product
concept
homecare products
dispensing systems
folding carton
cardboard and paper
textured
soft
smooth
identity by shape
identity by modular structure
tactile packaging
identity by abstract shapes

Packaging for 54 tablets of scented camphor. The triangular shape reminds the crystal structure of the content. The product is pre-measured, organized in 18 individually wrapped portions to facilitate their use. The tactile sensation of the product is evoked through the "soft-touch" surface of the package.

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: Susanna Avossa, Ester Bolognino, Michele Cazzaniga

Other images:

