

COLLANT



Properties list:
tactile packaging
women
single product
end-user packaging
concept
clothes and accessories
folding carton
cardboard and paper
textured
opaque
identity by shape

The matericity of the content is communicated through the opaque treatment of the external surface that contrasts with the pearlescent effect of the inside "drawer". The structure emphasizes the functional value of the pack while using the product (protection and conservation).

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: Linda Barbolan, Anna Maria Bobilewicz, Elena Bortot

Other images:

