

## Properties list:

ready to use  
tactile packaging  
product accessibility  
women  
end-user packaging  
single product  
concept  
cosmetics, beauty and toiletries  
folding carton  
cardboard and paper  
smooth  
metallic  
die cut



The package, containing three variants of eye-shadows, evokes the binomial shadow-light, through a high contrast between external and internal. Inside the container is dark, opaque and "material"; outside, it is lucent, glossy, mirrored, acting also as a tool for using the product.

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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

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Other images:

