

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.

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

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Partnership: ProCarton Italia

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Other images:

