



Properties list:

- reusability
- refill system
- information about use
- information about content
- retail packaging
- range of products
- concept
- coffee, tea and infusions
- folding carton
- other shapes
- cardboard and paper
- natural
- mass-market
- eco-friendly
- identity by shape
- identity by modular structure
- instruction through pictograms
- photo to describe

Camelia is a display rack for supermarkets made in corrugated cardboard. It contains tea leaves and other herbal infusions, unpacked, as they are sold in the herbalist shop. It consists of five interchangeable cases (each one containing a different herbal tea) and one support. It works both to carry the product and as a dispenser. During the transportation the cases are combined together, in order to gain space.

Reference:

Credits:

Country: Italy

Year: 2009

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2008-2009, Industrial Design Bachelor Degree

Lecturer: Mario Bisson

Student: Cécile Ellia

Other images:

