



Properties list:

- end-user packaging
- range of products
- concept
- coffee, tea and infusions
- flow-pack
- plastics
- minimal
- contemporary
- unusual structural association
- identity by shape
- information about content

Estuaire? tea packaging concept was designed by Melissa Pilon with a touch of cynicism and a bit of humor. This student at UQAM created a unique way to package tea that is meant to reduce environmental impact and send a reflection about the pollution of major rivers in the world. The packaging of this all-natural flavored tea is placed in long plastic PP pockets that take on the color of polluted water.

Reference: <http://packaginguqam.blogspot.com/2010/04/estuaire-melissa-pilon.html>

Credits:

Country: Canada

Year: 2010

School: UQAM Université du Québec à Montréal (Montréal, Canada)

Designer: MéliSSa Pilon

Professor: Sylvain Allard

Other images:

