## **ESTUAIRE**



## 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

?Estuary? tea packaging concept was designed by Melissa Pilon with a touch of cynicism and a bit of humor. This sudent 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 in 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 UniversitÃ<sup>..</sup> du Québec à Montréal (Montréal, Canada)

**Designer:** Mélissa Pilon **Professor:** Sylvain Allard Other images:



