

TYPUGLIA



Properties list:

- reusability
- end-user packaging
- range of products
- concept
- sauces and seasonings
- additional structural elements
- box
- bottle
- other materials
- cardboard and paper
- glass and ceramics
- historical, traditional
- hand-made
- eco-friendly
- identity by shape
- identity by typography
- identity by system of colour

Typuglia is a new brand of food products, developed by the designer Leonardo di Renzo, expressing values as high quality, tradition, attention to nature.

The first "experiment" involves one of the most typical products of Puglia: the oil.

The packaging system consists of a bottle-shaped clay jar, similar to those existed for years on the tables of the farmers of Puglia, and a cardboard box which can be used as a table lamp after been used as a container for the bottle.

In addition, each package is enhanced by an original letter (type), recovered from old printing presses, to emphasize the "craft" and "traditional" dimensions of the project.

Reference: <http://greenme.it/approfondire/buone-pratiche-a-case-history/3917-packaging-quando-il-cibo-incontra-leco-design-il-caso-di-typuglia>

Credits:

Country: Italy

Designer: Leonardo di Renzo

Other images:

