

TAGLIATELLE PAGLIA&FIENO



Properties list:

- recycled materials
- information about content
- product accessibility
- pets
- end-user packaging
- single product
- concept
- other food
- folding carton
- cardboard and paper
- natural
- eco-friendly
- ironic
- unusual visual association
- die cut
- identity by shape
- identity by pictograms

This packaging comes from the desire to bring into the world of rabbit food different packaging from those on the market and this has also helped to refresh the product contents, the hay. What most distinguishes the packaging is the natural effect obtained through the use of colors and special materials, its simple aesthetics and form and low production costs. Its name recalls in an ironic way the pasta noodles that in this case are reproduced as a portion of the nests of hay. The different flavors are visible even before one opens the package thanks to the round windows that allow you to see the product in the inside.

Reference:

Credits:

Country: Italy

Year: 2011

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

Course: Packaging Design 2011, Master Degree

Lecturers: Valeria Bucchetti, with Erik Ciravegna, Sara Savito

Students:

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Other images:

