

AQUOLINA MACARON

Properties list:

- unit dose packaging
- ready to use
- concept
- cosmetics, beauty and toiletries
- dispensing systems
- other shapes
- bio plastics
- playful
- unusual structural association
- identity by packing process
- identity by shape
- identity by colour



The Macarons, inspired by the famous French pastries, are waffles containing a water-soluble bag filled with foam bath; it melts when comes in contact with water.

The external waffle, water-soluble as well but more water resistant, can be used as a body scrub thanks to its particular superficial texture. The black stripe reflects the peculiar Aquolina graphical characteristic and, overall, it develops a protective function saving the liquid in the little bag and isolating the product from dampness. The mechanism is simple: unrolling the stripe, the product is ready to use.

The concept uses PLA, naturally organic and biodegradable material; it is an innovative family of bioplastics that use vegetal components, like rice starch, and biodegradable polymers obtained from renewable raw materials. PLA is shaped using common technologies in plastic transformations, to create products with similar or better characteristics than traditional plastics.

Project developed for the international student competition "Remarkable Packagings & Alternatives" within the "Emballage" packaging exhibition (Paris, November 19-22, 2012).

Reference:

Credits:

Country: Italy

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

Course: Packaging Design 2012, Master Degree

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Other images:

