

MADINA INSERT-ME

Properties list:

information about use
product accessibility
end-user packaging
range of products
concept
cosmetics, beauty and toiletries
flacon
plastics
glass and ceramics
textured
identity by shape



Packaging for nail polish that can be hold between two fingers while using it.

"Insert-me" is a new way of polishing nails which widens the use and increases comfort and freedom. It overcomes the difficulty of not having the bottle in hands, accomplishing the removal of distances between bottle and nails, making possible to hold it constantly while applying nail polish. It takes a jump forward in nail polishing, making it faster and comfortable by just inserting the fingers into its concavities.

The visual identity, due to its shape creates a distinction from the other commercial nail polishes.

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

Reference:

Credits:

Country: Italy

Year: 2012

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

Course: Packaging Design 2012, Master Degree

Lecturers: Valeria Bucchetti, with Erik Ciravegna, Deborha Dal Degan

Students: Francesco Stufano, Clara Zorzoli

Other images:

