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 widen the use and increases comfort and freedom. It overcomes the difficulty of not having the bottle in hands, accomplishing the r emove 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 c omfortable 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:





