

# PRECIOUS AS DIAMONDS

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## Properties list:

end-user packaging  
single product  
concept  
sauces and seasonings  
box  
bottle  
glass and ceramics  
cardboard and paper  
luxury  
identity by shape



The concept focuses on the relevance of the relationship between product and container and also the ergonomics.

Both balsamic vinegar and diamonds start from raw materials that, with a long waiting, result into something very precious. The project explores the elegance, power, strength and delicacy characteristics that make them so similar, by finding the best way to represent these characteristics on the bottle and secondary packaging shape.

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

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## Reference:

### Credits:

**Country:** Italy

**Year:** 2012

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

**Course:** Packaging Design 2012, Master Degree

### Lecturers:

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Other images:

