

# SUPERGA SHOE BOX

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## Properties list:

- reusability
- recycled materials
- biodegradability and compostability
- carrying system
- end-user packaging
- range of products
- concept
- clothes and accessories
- box
- other materials
- eco-friendly
- rough
- debossed, embossed
- identity by shape
- identity by colour
- identity by textures and patterns

The concept aims to integrate the functions of the primary packaging of the shoes with that of a shopping bag, thus reducing the environmental impact of the overall packaging-system. The package is equipped with a lace that can be extended to allow and facilitate the transport as well as the extraction from the shelves. It is composed of a "shell" and an internal tray-drawer: two elements that make up a system for the protection and storage of the product, and which allow, at a second time, the reuse of the pack at home. The traditional shape of the shoe box (a parallelepiped box with sharp edges) has been softened by curved surfaces; the only used material has been cellulose pulp (biodegradable material produced by injection moulding) also to obtain a more ergonomic shape.

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

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## Reference:

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## Credits:

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**Country:** Italy

**Year:** 2012

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

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

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

**Students:** Viviana Ferro, Elisa Zamarian, Claudia Sbarra

**Award:** Second prize Remarkable Packaging 2012 | Paris

Other images:

