

CANTINE FLORIO



Properties list:
end-user packaging
range of products
new product
wine
alcohols and spirits
additional structural elements
folding carton
cardboard and paper
luxury
contemporary
pearlescent
unusual structural association
identity by shape

"The pack designed by the Duca di Salaparuta Company's marketing division and created by Cartografica Pusterla evokes the gestural expressiveness of the rural producer who normally packs products by wrapping them in newspaper. Several characteristics such as tufa (for Baglio Florio) and lava (for Morsi di luce) or bamboo (for Passito di Pantelleria and Malvasia delle Lipari) that personalize the packaging convey the land of origin and the care and attention bestowed on grapes to produce wine. This pack's salient feature is a cylinder fully formed assembled by hand. Materials were researched and used during the design phase tacking into account the type of product to be packed; in particular, two types of card were selected that have the same finish but are of a different colour and able to create pleasure to both sight and touch."

Reference: [ItaliaImballaggio n. 4, April 2008, http://www.ecma.org/templates/mercury.asp?page_id=1800](http://www.ecma.org/templates/mercury.asp?page_id=1800)

Credits:

Country: Italy

Year: 2008

Producer: Cartografica Pusterla

Award: ECMA Awards "Most Innovative Design of New Use of Cardboard", 2008

Other images:

