

FAVINI

THE “SELEZIONE ITALIANA” GIFT BOX BY ACADEMIA BARILLA, MADE USING FAVINI’S CARTACRUSCA, WINS THE A’ DESIGN AWARD FOR PACKAGING DESIGN

THE EXCELLENCE OF BARILLA ENCASED IN CARTACRUSCA PACKAGING TAKES BRONZE AT THIS PROMINENT INTERNATIONAL DESIGN COMPETITION



Selezione Italiana by Favini & Barilla & Draeger GPP
<https://competition.adesignaward.com/design.php?ID=39840>

Milan, xx May 2015. The special “*Selezione Italiana*” gift box by Academia Barilla (the Barilla brand for the promotion of Italian cuisine around the world), made using Favini’s CartaCrusca and designed in collaboration with Draeger GPP, has taken third place at the 2015 A’ Design Award and Competition in the category Packaging Design.

The A’ Design Award and Competition, organized by OMC Design Studios, is the world’s largest design competition and, each year, awards the best design for products made worldwide. Divided into 100 categories—each with its own specific instructions, a dedicated panel of judges, and separate evaluation criteria—the goal of the competition is to support the culture of design in all its forms and to motivate participants to present projects of the highest quality.

Academia Barilla came up with “*Selezione Italiana*” in order to promote Italian culinary tradition through a selection of products that epitomize Italian excellence, including the company’s extra-virgin olive oil, pesto made using a traditional Liguria recipe, and a package of bronze-extruded Barilla pasta.

The gift box is made of CartaCrusca, the first paper made with bran no longer suitable for human consumption. CartaCrusca is the result of a collaboration between Barilla and Favini, who worked side by

side to select the most suitable byproduct and then to purify and micronize it in order to make it compatible with the paper fiber. The result is a natural-looking paper, the main ingredient of which is plainly visible throughout. In this way, Favini has taken a sort of packaging from nature, i.e. the bran that protects the grain, to make a one-of-a-kind paper to protect that same product in another form, pasta, thereby bringing bran and grain together again in an ideal union.

Andrea Nappa, managing director for Favini, says: “This award, given to us by a panel of experts, is further confirmation of Favini’s commitment to excellence in packaging design. For years, our ecological papers have been met with unprecedented success throughout the world, and this recognition underscores the quality of the product we have created especially for Barilla.”