

## Parte 2 – Le Soluzioni

### Case History

Tavola Rotonda a cura di  
Trasformatori, Designers, Brand





**MATERIALITY**

**PAPER PACKAGING:  
NEXT CHALLENGES**

Commercarta \_ 21.02.2020



# TRENDS AND CHALLENGES IN PAPER MANUFACTURING AND DESIGN



**added value**



**craft**

**precious  
paper**

**expressivity**

**communication**

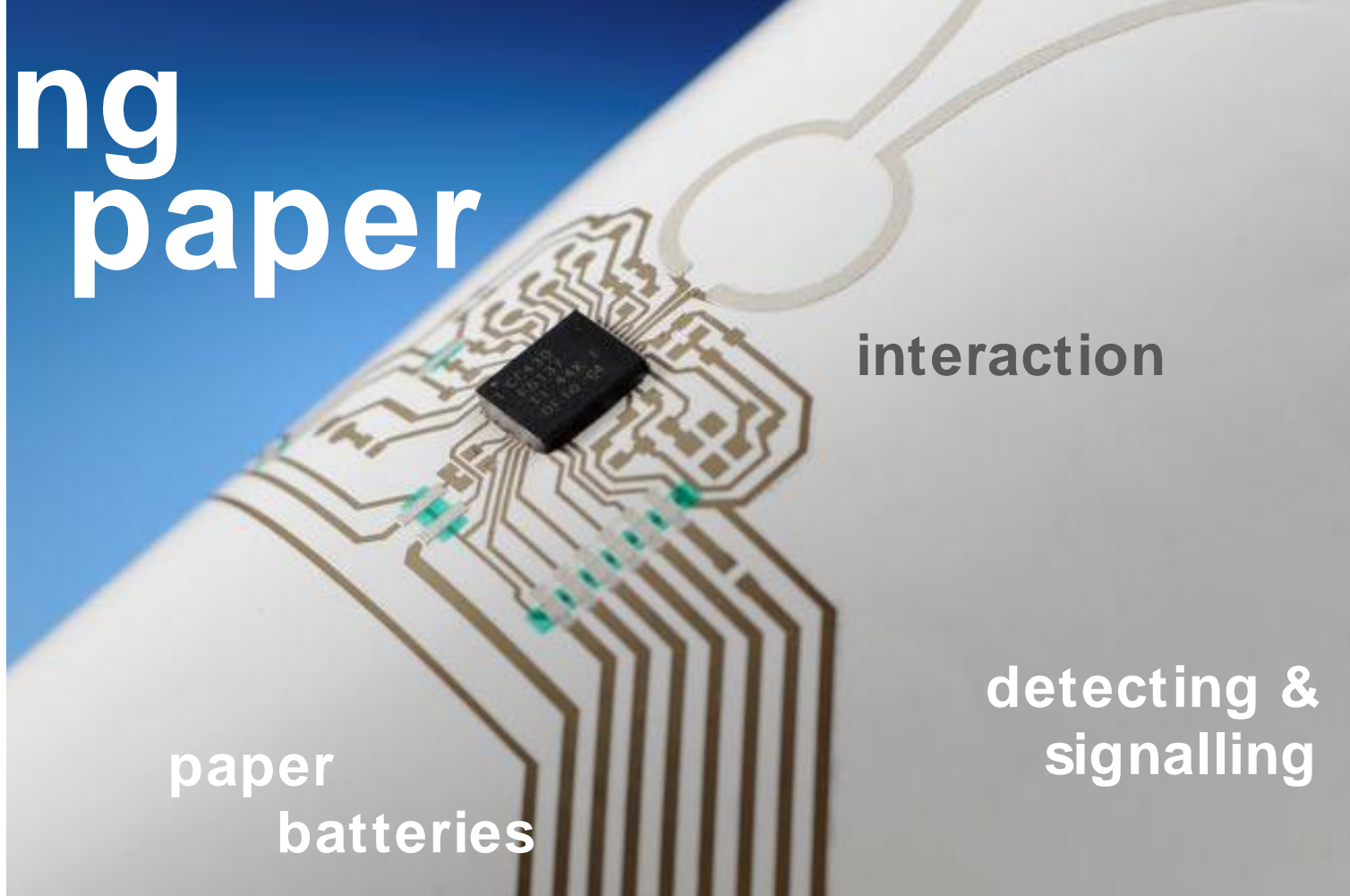
# sensing paper

printed  
electronics

paper  
batteries

interaction

detecting &  
signalling





protection

performance

paper

recyclability

barrier

**3D**

**paper**

**formability**

**replace  
plastic**

**extended  
applications**

**new shapes**



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