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CONTEMPORARY TRENDS IN PASTA PACKAGING DESIGN

YEZHOVA Olha¹, BEZUHLA Ruslana¹, WOJDYLA Katarzyna²

¹ Kyiv National University of Technologies and Design, Kyiv, Ukraine

² University of the National Education Commission, Krakow, Poland

oyezhova70@gmail.com

This study analyzes contemporary trends in pasta packaging design, focusing on shape, materials, imagery, typography, and structural innovations. The research examines global brands, identifying key trends such as sustainable materials, transparent windows, vintage aesthetics, and multifunctional packaging. Notable examples include Antico Pastificio Umbro's recyclable paper bags and Breno Cardoso's rolling pin-shaped packaging. The study offers a systematic analysis of design innovations, emphasizing functionality and sustainability. Its findings provide valuable insights for designers and manufacturers aiming to create aesthetically appealing, eco-friendly, and practical pasta packaging solutions.

Key words: *graphic design, packaging design, shape, material, imagery, typography.*

INTRODUCTION

In the competitive food industry, packaging serves as a critical interface between the product and the consumer, influencing purchasing decisions and brand perception. Pasta, a staple in many diets worldwide, has seen significant evolution in packaging design to meet changing consumer preferences, sustainability goals, and technological advancements. This article explores some prominent trends in modern pasta packaging design, providing examples from various brands and designers that embody these innovations.

PURPOSE

The aim of this study is to identify and analyze contemporary trends in pasta packaging design, focusing on aspects such as packaging shape, materials, color schemes, imagery, typography, and structural innovations.

RESULTS AND DISCUSSION

As a result of the analysis of scientific literature on the problems of packaging design, as well as examples of pasta packaging of world brands, some contemporary trends were identified

1. Sustainable Materials

The shift towards eco-friendly packaging has led many brands to adopt recyclable and biodegradable materials [1]. Antico Pastificio Umbro, in collaboration with Mondi and Fiorini International, introduced a fully recyclable paper bag with a cellulose window, reducing plastic usage by up to 20 tonnes annually.



2. Transparent Windows

Incorporating transparent elements allows consumers to view the product before purchase, enhancing trust and appeal. The packaging design of Good Hair Day Pasta - Fusilli Napoletani (fig. 1) features a transparent window shaped like a human head, creatively using the pasta inside to resemble flowing hair, blending humor with visual appeal [2].

3. Vintage Aesthetics

Nostalgic designs evoke tradition and quality. Rummo's packaging (fig. 2) incorporates vintage imagery and classic fonts, emphasizing its long-standing heritage in pasta production [3].

4. Innovative Shapes

The packaging design concept by Breno Cardoso (fig. 3) features an innovative rolling pin-shaped design, seamlessly integrating functionality with aesthetic appeal [4]. Crafted from sustainable materials, the packaging incorporates spice bottle caps, enhancing convenience and reinforcing the handmade, artisanal essence of the Sapore di Nonna brand.

5. Functional Design Features

Incorporating resealable closures or easy-pour spouts enhances user convenience. Some artisanal brands have adopted zip-lock features to maintain pasta freshness after opening.

6. Gift box

The brand Antico Pastificio Umbro [5] embraces the gift box trend in pasta packaging by offering elegantly designed, customizable boxes (fig. 4) that combine convenience with a visually appealing presentation, making pasta a unique and thoughtful gift.



Fig. 1. Fusilli Napoletani Pasta packaging [2]

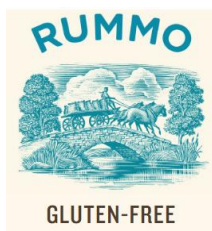


Fig. 2. Rummo Pasta packaging [3]



Fig. 3. Sapore di Nonna Pasta packaging concept (Breno Cardoso, Brazil, 2016) [4]



Fig. 4. Antico Pastificio Umbro pasta gift box [5]

CONCLUSIONS

This study has highlighted several key trends in modern pasta packaging design. The shift towards sustainable materials, such as recyclable and biodegradable options, exemplifies the industry's commitment to environmental



responsibility. Transparent windows not only enhance visual appeal but also foster consumer trust by offering a glimpse of the product inside. The incorporation of vintage aesthetics underscores the ongoing desire for nostalgia and tradition. The innovative packaging shapes, like the rolling pin design, merge functionality with artistry. Finally, the rise of gift box packaging presents a unique opportunity for brands to expand the cultural and emotional value of pasta, positioning it as both a culinary and aesthetic gift. These trends demonstrate the dynamic nature of pasta packaging design, which balances creative expression with functional and environmental considerations.

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ЄЖОВА О.В., БЕЗУГЛА Р.І., ВОЙДИЛА К.

СУЧАСНІ ТЕНДЕНЦІЇ У ДИЗАЙНІ УПАКОВКИ МАКАРОННИХ ВИРОБІВ

В роботі проаналізовано сучасні тенденції в дизайні упаковки макаронних виробів, зосереджуючись на формі, матеріалах, зображеннях, типографіці та структурних інноваціях. В дослідженні розглянуто глобальні бренди, виокремлено ключові тенденції, такі як використання стійких матеріалів, прозорі вікна, вінтажна естетика та багатофункціональна упаковка. Яскравими прикладами є паперові пакети Antico Pastificio Umbro, які можна переробити, і упаковка у формі качалки від Breno Cardoso. В роботі проведено систематичний аналіз дизайнерських інновацій, наголошуючи на функціональності та екологічності. Його висновки надають цінну інформацію для дизайнерів і виробників, які прагнуть створювати естетично привабливі, екологічні та практичні рішення для пакування макаронних виробів.

Ключові слова: графічний дизайн, дизайн упаковки, форма, матеріал, зображення, типографіка.