

**The packaging design as a formal and expressive content synthesis.
Material and conceptual interface of liquid food products.**

-Abstract

Packaging is a permanent presence and takes a significant expression in daily life, it contains, protects, informs and gives character to the products, establishing an inseparable relationship between content and container. This research focused on formal, material and communicative packaging aspects of liquid food products, performs a mapping of the issues related to the interrelation of practical functions (performance for the user), aesthetic (configuration and interaction with the user) and symbolic (significance to the user) from the liquid food packages, having as confluence point the relationship content/ product container in the set of interactions/ user/ environment.

Seen as an interface between the product and the user, the packaging of liquid food products, occupies an essential place in our society, allowing an uncountable number of products to reach the hands of those who need them, intact and in perfect condition. The package preserves the physical and temporal natural products, covering them and giving them shape, becoming a product skin like the skin of the fruit or human skin, prolonging their existence, with direct health benefits and well being of the populations.

This thesis has as study object the packaging of liquid food products and how its shape expresses its identity, the concept and function of the product it contains and conforms. This research resorted to analytical studies, based on the reflections of Flusser and Lipovetsky, around the man and his relationship to the object and conducted the identification and recognition of archetypal packaging in the universe of reference products (milk, juice, water and hybrid drinks), as well as the morphological and qualitative comparative analysis of liquid food packaging in different materials (glass, multilayer cardboard, metal, plastic), having as a study focus the inseparable relationship between the content and the container.

This study resulted in the achievement of *Tetra Con)forma* project goal so that provided the constructive possibilities of the multilayer material for forming a packaging for hybrid liquid drinks, emphasizing the concepts of nomadism (portability), customization (composition) and theatricality (convertibility), wherein the shape is expressed by the structural dimension portability, in the communicative by the composition and in the symbolic by convertibility.

-Keywords

Packaging Design
Content vs Container
Archetype
Multilayer Cardboard
Structural Dimension
Communicative Dimension