

MORNING RITUAL

D
Paola Sakr
DS
Paola Sakr



Morning Ritual is a series of biodegradable containers made of coffee grounds and newspaper waste. Inspired by the designer's childhood memories of watching her father sip on Arabic coffee while reading the newspaper, this product draws the public's attention to the fact that people often generate waste before their day has even begun.

After coffee ground waste is collected from local coffee shops, it is mixed with newspaper pulp and a natural binding agent. The mixture is then delicately molded by hand. The final color and scent of each item are the result of the various types of coffee used.

BRANDING FOR PICCO

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Picco Care is a handmade solid shampoo brand, using natural and sustainably sourced ingredients, transposing the sensitivity and purity of the ingredients with a minimalist and raw approach. The cutter on the top of the package, geometrically representing healthy hair strands, allows people to better experience the fragrance of each product. The packaging was conceived with ecology in mind, so it is made out of recycled paper and with single color printing.