



**P I C C O L O**

**Seeds for Contemporary Gardens**

**PICCOLO**

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Smart seed ideas for urban gardeners: Piccolo transforms the art of growing into a contemporary and design-forward experience.

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**Piccolo Seeds** is an Italian brand that has made seeds the core of its corporate identity, combining botanical expertise and creativity to create unique products that inspire urban gardeners and motivate them to cultivate their own green spaces. Thanks to the quality of its seeds and its sophisticated packaging design, Piccolo has become a reference point for those seeking a refined and sustainable approach to gardening. Founded in 2017 by Soira Bazzo and Filippo Santarossa, Piccolo is based in Northern Italy, close to Venice, but operates internationally, collaborating with high-profile partners and clients across Europe and beyond.

Today, Piccolo is thrilled to introduce its latest product series: the **Botanical Alphabet**. This innovative collection reimagines the alphabet through the lens of nature, with each letter represented by a plant, illustrated through beautifully designed typography printed on the seed packets.

The Botanical Alphabet is more than just a seed collection—it's a gardening and typography project that marries the natural world with graphic design. For each plant, carefully selected from the most beautiful flora around the globe, a typeface in an iconic typographic style has been matched, creating a harmony of botanical and typographic aesthetics. This thoughtful design enriches the gardening experience by bringing a visual language that speaks to both the soul and the mind, while promoting a greener world.

With the Botanical Alphabet, customers can create a personalized and green gift by choosing from 26 seed packets, each representing a letter, to spell out names, words, or special messages. Perfect for any occasion, these eco-friendly sachets offer a unique way to combine gardening with a meaningful, thoughtful present.

Sustainability is at the core of the Botanical Alphabet project. The seed sachets are crafted from innovative paper produced using fibers from tomato processing waste, ensuring that no part of the plant goes to waste. These sachets are fully biodegradable and can be recycled with organic waste, making them as eco-friendly as the seeds they contain. **#WordsAreSeeds**

Additionally, the **Leporello**, a unique collector that holds multiple sachets to form a word or message, is another bundling option that adds even more value to the product. Made from paper derived from corn processing waste, the Leporello is completely customizable and offers an original, creative, and eco-friendly way to share meaningful messages with friends or colleagues

The graphic design for the Botanical Alphabet project has been expertly crafted by the Milan-based agency **The6th**, while the stunning photography featured in the project is credited to photographers **Mauro Turatti**, whose work beautifully captures the essence of each sachet, enhancing the overall appeal of the seed packets and celebrating the vibrant diversity of the botanical world.

Furthermore, we are proud to announce that the Botanical Alphabet has won second place at the **ADCI Awards 2024** in the Design - Packaging category, a prestigious recognition from the Italian Art Directors Club celebrating excellence in creative and design innovation.

In addition to the Botanical Alphabet, Piccolo offers a rich seed range through its **Original Series**, which includes a catalog of 90 Single Seed Packets and Seed Collections. These feature plant varieties specifically selected for urban gardeners, including balcony-friendly, pollinator-attractive, and edible plants. The thoughtfully crafted packaging not only contains essential growing tips but also offers culinary advice to inspire creativity in the kitchen, along with historical insights and interesting facts about each variety.

The collection resembles a mini-library, with packaging that is reminiscent of miniature books, or even posh chocolate bars, adding a touch of elegance to any gardening endeavor. This unique presentation encourages users to explore and cultivate their own green spaces while enjoying the practical knowledge contained within each sachet.

Piccolo is also known for its creative partnerships with cultural and gardening events. One such collaboration with the **Treviso Comic Book Festival** led to the creation of the **Veranda project**—an illustrated package inspired by Japanese origami, conceived as an upcycling project that gives greater value to old products by featuring seeds that are technically past their expiry date but still perfectly viable for planting. Offering “expired” seeds may seem provocative, but it highlights the intrinsic value of seeds. In a future marked by resource scarcity, seeds will be priceless, which is why we’ve chosen to share them rather than let them go to waste. **#WasteNoSeeds**

The Veranda Project represents a space of creative freedom where art and nature meet. Like a veranda that changes with the seasons, each edition adapts to the occasion, offering a unique selection of seeds in artistic packaging that reflects the spirit of the event, making it the perfect customized object for private or corporate events, as gifts, or as a marketing tool. At Piccolo, every product can be **customized**, because what we love most—after sowing and selling seeds—is creating meaningful designs around seeds to make the world a better place.

**Good things come in small packages.**

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### **Press reviews**

De Zeen <https://www.dezeen.com/2018/02/26/here-design-rebrands-piccolo-packaging-miniature-book-collections/>

The Guardian <https://www.theguardian.com/lifeandstyle/2018/dec/16/gift-ideas-for-gardeners>

Fresh Plaza <https://www.freshplaza.com/article/2193700/italy-piccolo-seeds-for-contemporary-growers/>

## **Collaborations**

RHS – Chelsea Flower Show

Kinfolk

Makers Bible

Treviso Comic Book Festival

Seeds for Ukraine

Wainwright Prize

## **Useful links**

Bonvini 1909 <https://bonvini1909.com/>

The6th <https://www.the6thmilano.com/>

Mauro Turatti <https://www.mauroturatti.com/>

Martina Barbon <https://www.martinabarbon.com/>

## **For all reviews:**

<https://piccoloseeds.com/pages/press>

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