

# DNA PACKAGING

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## Properties list:

- smart packaging
- information about content
- information accessibility
- end-user packaging
- range of products
- concept
- fruit and vegetables
- labels and sleeves
- dispensing systems
- other shapes
- plastics
- contemporary
- identity by shape
- identity by modular structure
- identity by system of colour
- identity by textures and patterns

The project takes its place in a futuristic scenario and consists in a packaging system based on a structure, elements and characteristics which give back another vision of the food, considered exclusively in its bionanotechnogenetic variants: interactive packages able to offer a feedback starting from the nutritional values of foods and personal data resulting from the DNA test. The products, sold in supermarkets, are distinguished and characterized according to different alimentary categories based on nutritional values. Aseptic and minimal in its form and visual communication, each container aims to give an answer to functional needs.

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## Reference:

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### Credits:

**Country:** Italy

**Year:** 2009

**School:** Politecnico di Milano, School of Design (Milan, Italy)

**Course:** Final Studio 2008-2009, Communication Design Bachelor Degree

**Lecturers:** Valeria Bucchetti, Chiara Diana

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Other images:

