DNA PACKAGING

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.

Reference:

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

Student: Ilaria Cheloni

Other images: