## CONTRO LO SPRECO INVOLONTARIO



In the domestic context of alimentary consumption, the project CONTRO LO SPRECO INVOLONTARIO (AGAINST THE UNINTENTIONAL WASTE) consists in a system of packages characterized by informative contents taking up space over the packaging surface proportionally to the importance they assume for the consumer; the result is a different perceptive hierarchy and a different order of reading. The aim is to awaken people to the problems of alimentary waste: information include useful advices for a correct access to food, in particular practical suggestions to handle the product in order to minimize the "unintentional waste" due to consumers bad habits.

## Properties list:

information about content information about use range of products extra-use of packaging packaging as a new medium information accessibility end-user packaging concept milk tray gable top folding carton labels and sleeves plastics cardboard and paper contemporary identity by typography identity by system of colour

## Reference:

Credits:

Country: Italy Year: 2008

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:





