

QUANDO MATURANO LE ZUCCHINE?



Properties list:

- information about content
- packaging as a new medium
- information accessibility
- end-user packaging
- range of products
- extra-use of packaging
- concept
- fruit and vegetables
- sachet
- cardboard and paper
- bio plastics
- eco-friendly
- contemporary
- identity by typography
- identity by system of colour

Who knows when the courgettes get matured or when tomatoes and strawberries are available in our countryside, as they are always present in the supermarkets? Who can distinguish the seasonal products in this "global summer" created by the current large-scale retail trade? The aim of the project QUANDO MATURANO LE ZUCCHINE? (WHEN DO THE COURGETTES GET MATURED?) is to set off the local products (the so-called "zero-km products") and the seasonal products, underlining their values through a system of packages for the "IV range" products: different from those already present in the market and communicating explicitly the qualities of their content, in order to promote a more conscious choice.

Reference:

Credits:

Country: Italy

Year: 2008

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

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

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Other images:

