

# CONTATTO ZERO

---



## Properties list:

identity by system of colour  
ready to use  
information about content  
packaging as a new medium  
information accessibility  
product accessibility  
end-user packaging  
range of products  
extra-use of packaging  
concept  
snacks  
confectionery and sweetness  
bakery and bread  
tray  
plastics  
pharmaceutical  
contemporary  
unusual visual association  
unusual structural association

The project CONTATTO ZERO (ZERO CONTACT) aims to facilitate the access to a safe, hygienic and cheap food, for people in transit in the so-called "non-places". The conceptual node at the base of this work is the idea of "asepticity" and all the communicative coordinates come from the medical and pharmaceutical world, in particular from the packages for sterilized tools. The packaging system both assure the food hygiene and promote basic hygienic rules through appropriate awakening messages.

---

## 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

**Student:** Rachele Agostini

Other images: