CONTATTO ZERO



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.

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

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: