## PHARMA F+V



## 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 labels and sleeves other shapes cardboard and paper plastics pharmaceutical unusual visual association identity by system of colour

Fresh fruits and vegetables are the context of action for the project PHARMA F+V. The p ackage plays the role of "scientific informer" for the consumer, in order to increase his awareness during the act of choosing and purchasing products. Specific nutritional values and beneficial properties of the product are then highlighted using a language hyperinformative referring to the pharmaceutical world, in order to underline its properties.

## 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: Veronica Asnaghi

## Other images:







