## **SAY NO TO WAR**



## Properties list:

refill system carrying system packaging as a new medium end-user packaging single product extra-use of packaging concept water fabrics other shapes unusual visual association unusual structural association transgressive textured identity by shape identity by colour

Symbolic messages we percept in our context are not only those related to health, physical aspect etc., but they can also play a social role, widening our usual vision of food. The project makes a military flask loose his common context of use and move away from its primary function (of water container) in order to become, through an explicit graphical contraposition, a symbol of the "no to war", of a pacifism without time, which calls back, in its actuality, themes dear to '68.

## 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:

