FIORI DA MANGIARE



The project FIORI DA MANGIARE (FLOWERED FOOD) aims to put on the market edible flowers, developing an identity system to make the product easy to recognize as food. The context of distribution are the supermarkets: the choice has been then to use consolidate and homogeneous expressive codes from the alimentary sector, in order to guarantee a familiar approach for the potential consumers.

Properties list:

flowergrowing and gardening other food tray plastics mass-market contemporary unusual visual association unusual structural association transparent photo to describe identity by photo concept range of products end-user packaging

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: Claudia Calderoni

Other images:







