

# FIORI DA MANGIARE

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## 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

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.

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## Reference:

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### 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:

