

FIORI DA MANGIARE



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.

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:

