## **SPRECO MISURATO (MEASURED FOOD WASTE)**



## Properties list:

packaging as a new medium information about content information accessibility end-user packaging range of products extra-use of packaging concept pasta, rice and grains bag folding carton cardboard and paper plastics labels and sleeves minimal contemporary identity by colour

Packaging design and a correct communication can help the consumers in preventing food waste in the domestic context. With this objective, a dosage system has been coupled with the unveiling of awakening messages: ideas and suggestions for recycling in contrast with the possible consequences of food waste.

## 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: Alessandro Calzolari

## Other images:



