

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

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Other images:

