PACKAGING IPER-SCORRETTO



The project PACKAGING IPER-SCORRETTO (HYPER-INCORRECT PACKAGING)

aims to draw attention to how frequently foods are subjected to a seductive process. The propensity to seduce the consumer by means of a visual deception is then underlined provocatively, using the same techniques commonly used to attract the receiver and induce him to a forced choice, which go to extremes, creating artificial models expressing an unnatural perfection, each product move towards in the contemporary communication.

Properties list:

packaging as a new medium end-user packaging range of products extra-use of packaging concept pizza pasta, rice and grains confectionery and sweetness bakery and bread pouch folding carton flow-pack box cardboard and paper plastics transgressive contemporary unusual visual association identity by photo

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: Gabriele Colombo

Other images:

