

PACKAGING IPER-SCORRETTO



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
minimal
ironic
contemporary
unusual visual association
identity by photo

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.

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:

