## LA FILIERA DEL BIOLOGICO



The project LA FILIERA DEL BIOLOGICO (BIOLOGICAL SUPPLY-CHAIN) consists in a packaging system for biological products. The objective is to focus on the general advantages of the biological supply-chain instead of those of specific products. In particular, it has been developed a system based on "combinable images" presenting a double reading level: one informative, the other more evocative, to communicate to the community the advantages can be offered by the biological agriculture at a local level in a short period of time.

## Properties list:

packaging as a new medium information about content end-user packaging range of products extra-use of packaging concept milk pasta, rice and grains folding carton bottle glass and ceramics cardboard and paper eco-friendly contemporary unusual visual association identity by pictograms photo to evoke identity by photo identity by modular structure identity by illustration identity by colour

## 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 Consiglio

## Other images:





