## PARADOSSI DIMENSIONALI





The them the project PARADOSSI DIMENSIONALI (DIMENSIONAL PARADOXES) aims to give answer is the awakening of people towards the problem of food waste: the package, then, has been redesigned, introducing structural alterations, aiming to obtain a system of offering and consumption based on dimensional paradoxes and perceptive illusions, provocative and informative at the same time. The containers of a group of products of wide consumption (such as milk, bread, corn-flakes etc.) have been modified structurally and dimensionally to obtain packages with a strong "size impression" and a high evidence on the shelf, through their visual impact.

## Properties list:

packaging as a new medium end-user packaging range of products extra-use of packaging milk concept bakery and bread folding carton bottle contemporary plastics cardboard and paper identity by shape photo to describe

## Reference:

Credits:

Country: Italy Year: 2008

**School:** Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2008-2009, Communication Design Bachelor Degree

Professors: Valeria Bucchetti, Chiara Diana

Student: Giulia De Amicis

## Other images:



