

# APERITIVO SENZA SPRECO

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## Properties list:

- information about content
- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- concept
- wine
- soups and ready-meals
- snacks
- tray
- shopping bag
- folding carton
- cardboard and paper
- contemporary
- unusual visual association
- identity by pictograms
- identity by system of colour
- identity by colour
- reusability

The project APERITIVO SENZA SPRECO (APERITIF WITHOUT WASTE) aims to denounce the food waste and its consequences at global level. A packaging system was developed for extra-domestic contexts: restaurants and fashionable places. The objective is to awaken individuals and induce them to a conscious food consumption. Through graphics and the interaction mechanisms packaging-user, it is underlined the straight connection between food, water and greenhouse gas emissions, promoting a collective reflection over food wastage.

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## 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:** Carlo De Gaetano

Other images:

