HEALTHY TRASH



The projects starts from the analysis of the so-called "trash food" products, their attractive language and their visual codes typical of the contemporaneity. The objective is to c ommunicate healthy foods, through a process of resemantization, using the codes of "trash". The product is intended as a provocation for the consumer, in order to activate and recall a more conscious approach at the moment of choice and purchase.

Properties list:

packaging as a new medium end-user packaging range of products extra-use of packaging concept fruit and vegetables juices tube can and tin flow-pack plastics metals cardboard and paper ironic mass-market unusual visual association identity by system of colour 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: Matteo Clerici

Other images: