SEGNI VOLONTARI



Properties list:

information about use information about content information accessibility design for all end-user packaging range of products concept pharmaceuticals pouch other shapes plastics cardboard and paper identity by packing process identity by modular structure instruction through pictograms unit dose packaging

A study on the area of â€⟨â€⟨humanitarian aids, deepened thanks to a direct dialogue with some NGOs, colour highlighted the lack of systematization of the processes of information transfer, particularly instruction through illustration in the field of medical aid.

This deficiency becomes particularly critical in those cases when direct contact with people is difficult and complicated for language and social reasons.

By identifying the situation of detainees in Afghan prisons, the project "segni volontari" (volunteer marks) aims to facilitate the distribution and the consumption of dietary supplements for the prisoners, by developing a new packaging system for vitamins and minerals integrators, with different dosage based on gender and age.

The use of the product, its nutritional information and properties are communicated through a system of icons and according to the religious and social habits of Afghan people.

Reference: V. Bucchetti, Packaging contro.verso, Edizioni Dativo, Milano 2009.

Credits:

Country: Italy Year: 2006

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

Course: Final Studio 2006-2007, Communication Design Bachelor Degree

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