SENTIRE IL PACKAGING



The widespread attention to the needs of people with disabilities does not seem to influence the food sector, which still offers only few products able to meet the necessities of the visually impaired.

An analysis of the criticalities of the products currently on the market, the consumption patterns of people with impaired vision and the production technologies available, shows an interesting space for a redesign of packaging.

The project "sentire il packaging" (feeling the packaging) proposes a line of food products, such as milk and cookies, where the package, through simple but innovative formal solutions, solves three main problems encountered by visually impaired: product recognition and identification, availability of information, opening and access to the product.

Properties list:

tactile packaging information about content product accessibility information accessibility design for all end-user packaging range of products concept milk pasta, rice and grains dairy, eggs and cheese bakery and bread opening and closure systems pouch folding carton flacon cardboard and paper debossed, embossed identity by shape

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

Credits:

Country: Italy Year: 2006

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