## I ATTINA



## Properties list:

end-user packaging single product concept milk folding carton flacon metals cardboard and paper ironic high-tech contemporary

"Lattina" is a packaging concept that reinterprets the traditional anonymous milk container so that it can convey a message too often forgotten: milk is a biological and natural product. The solution is a small version of a traditional milk can, capable to raise awareness around issues like the importance of drinking biological milk, produced in not-intensive herds. The can is wrapped by a paper strip containing some brief information (such as where the milk has been produced or why it is important to drink biological milk).

Reference: http://www.behance.net/gallery/LATTINAA-%28Latte-in-lattina%29/665684

## Credits:

**Country:** Italy

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

Course: Open Lectures, Communication Design Master Degree, 2009-2010

Lecturer: Luigi Marcello Ciccognani

Students: Alessandro Dallafina, Francesco Faggiano, Dario Migneco,

Stefano Greco, Paolo Ottavian

## Other images:







