## **FISHEYE**



### Properties list:

end-user packaging
range of products
concept
other food
dispensing systems
box
cardboard and paper
unusual structural association
identity by photo
identity by system of colour
pets
recycled materials

The product is a cardboard packaging for pet fish food in flakes. The choice of this material allows to obtain significant savings in terms of production and disposal, combined with a great product recognition thanks to its uncommon shape makes it highlight from the rest of the market.

The cardboard also suggests a new way of usage: drawing inspiration from the existing candy packagings is in fact assumed as new type of dosing for oatmeal.

The concept is characterized by a minimal and essential graphic design both for

#### Reference:

## Credits:

Country: Italy Year: 2011

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

identification of the packaging and recognition for the customer.

Course: Packaging Design 2011, Master Degree

Lecturers: Valeria Bucchetti, with Erik Ciravegna, Sara S

anvito

**Students:** Gabriele Colombo, Andrea Di Martino, Roberto Fin otto, Simone Mauri, Maria Eugenia Poceiro, Simone Preatoni

# Other images:





