WHAT A PAIN...DOMESTIC ACCIDENTS!



Properties list:

packaging as a new medium end-user packaging range of products extra-use of packaging concept pizza bakery and bread folding carton box contemporary cardboard and paper identity by typography

Che pizza...gli incidenti domestici! (What a pain...domestic accidents!)

The aim of the packaging is to inform the user of the seriousness of domestic accidents thanks to statistical data about these circumstances, in order to avoid them. The concept linking accidents and pizza is a play on words ("pizza" can also mean "a bore/pain in the neck" in Italian slang) based on the most common pizza names, used in the written message.

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Reference:

Credits:

Country: Italy Year: 2012

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

Art Directors: Valeria Bucchetti, Erik Ciravegna

Designer: Paola Slongo

Other images:



