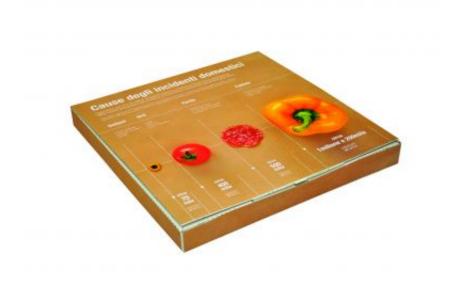
## **INGREDIENTS INFOGRAPHIC**



## Properties list:

packaging as a new medium information accessibility end-user packaging range of products extra-use of packaging concept pizza bakery and bread folding carton box cardboard and paper infographics contemporary photo to evoke identity by illustration

Infografica Ingredienti (Ingredients Infographic)

The aim of the project is to inform the user about the theme of domestic accidents, showing some annual statistics related to injuries at home. The project uses the difference between some pizza's typical ingredients, so that it's possible to represent the number of victims, depending on the triggering cause.

Concept developed at the Design Department of Politecnico di Milano within the research programme "Sicurezza in famiglia" ("Safety in the family" - scientific coordination of prof. Valeria Bucchetti), financed by the Italian Consortium for the Recovery and Recycling of Cellulose-based Packaging (Comieco).

## Reference:

## Credits:

Country: Italy Year: 2012 School: Politecnico di Milano, School of Design (Milan, Italy)

Art Directors: Valeria Bucchetti, Erik Ciravegna

Designer: Silvia Acerbi

Other images:



