

# MIND THE STEPS

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## 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  
cardboard and paper  
contemporary  
identity by illustration

Occhio a dove metti i piedi (Mind/watch the steps).

Communication exploits one of the packaging's characteristic: during transport it can only stay in horizontal position, hiding what's underneath. The idea of communication is to show to the user, directly from his point of view, some hypothetical dangers that the user risks to meet and that could lead to an injury because of distraction. This dynamics can be reconnected to domestic events, as the transport of big objects.

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).

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## Reference:

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## Credits:

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