"DISTRUCTON" HANDBOOK



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 ironic contemporary identity by illustration

Manuale "distruzione" ("distruction handbook")

The project aims to bring the attention on bad habits thanks to an ironic use of assembly instructions that show step by step the wrong behavior.

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)

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