MONSTERS DON'T LIE ONLY UNDER THE BED



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 fantastic, fairy contemporary identity by illustration

I mostri non stanno solo sotto il letto (monsters don't lie only under the bed)
The main purpose of the project is to use illustrations to warn both parents and children about the possible dangers that can grow out of some domestic objects. This series presents some of the causes of children domestic injuries, illustrated like monsters which it's better to stay away from.

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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Other images:





