## DON'T TOUCH! DANGER OF BURNING



## Properties list:

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

Non toccare! Pericolo d'ustione (Don't touch! Danger of burning)

The decontextualised image of a heat-producing object is placed on the hottest part of the pizza box, encouraging a sensory connection between the characteristics of the food

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)

product inside, and the danger implicit in the object shown.

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## Other images:



