SAFETY ISN'T A MATTER OF LUCK



Properties list:

packaging as a new medium range of products extra-use of packaging end-user packaging concept pizza bakery and bread folding carton box cardboard and paper ironic historical, traditional contemporary identity by illustration

La sicurezza non è questione di fortuna (Safety isn't a matter of luck)

The project take origin from popular beliefs, especially about bad luck, so common in Italy. In case of accidents, the idea of bad luck intruding in everyday life is very common; the comparison between actions and objects that would lead to bad luck enhance how attention should be paid to home security. Tarots are the inspiration for the graphic style.

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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