IMAGINARY MONSTERS, REAL ACCIDENTS



Properties list:

end-user packaging range of products concept pizza bakery and bread folding carton box cardboard and paper ironic contemporary identity by illustration

Mostri immaginari, incidenti reali! (imaginary monsters, real accidents!) The project wants to underline how some objects of the everyday life can represent a danger to children, often because adults' distractions. The project refers to kids' fear of monsters, showinh how they are not only under the bed, but also behind a large number of 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).

Reference:

Credits:

Country: Italy Year: 2012

School: Politecnico di Milano, School of Design (Milan, Italy)

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