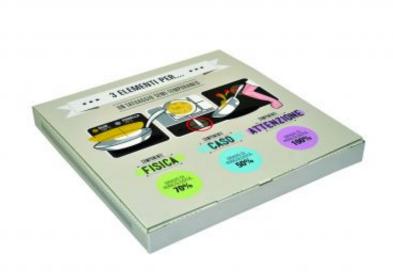
ANALYSIS OF AN ACCIDENT



Properties list:

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

Analisi di un incidente (Analysis of an accident)

The project draws attention to the sequence of events at the root of a domestic accident, in order to point out bad habits which can lead to unfortunate consequences. The use of the infographic allows the message to be communicated instantly and effectively and invites the user to pay more attention.

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)

Art Directors: Valeria Bucchetti, Erik Ciravegna

Designer: Marta Croce

Other images:





