



Properties list:

end-user packaging
packaging as a new medium
range of products
extra-use of packaging
concept
confectionery and sweetness
flow-pack
identity by typography
contemporary
identity by system of colour

Ocio is a campaign against social abuse unconsciously made. "Ocio" is a way to say "attention" in the North of Italy, the project consists in putting some sentences on the packaging to make people notice those attitudes that can disturb other people and the packaging also promotes a kinder way of life.

Reference:

Credits:

Country: Italy

Year: 2011

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

Course: Final Project Studio, Bachelor Degree

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Other images:

