VIRGILIO FORMAGGIO



Properties list:

packaging as a new medium end-user packaging single product extra-use of packaging update dairy, eggs and cheese pouch contemporary photo to evoke

CB'a agency projected a packaging to sell Parmigiano Reggiano e Grana, to collect funds to support earthquake victims in Emilia Romagna (Italy). The packaging promotes cooperation spirit and solidarity managing to describe briefly to the user the reconstruction of the territory.

Reference: http://www.cba-design.it/it/projects/un-consorzio-solidale/

Credits: Country: Italy Year: 2012 Agency: CB'a Other images: