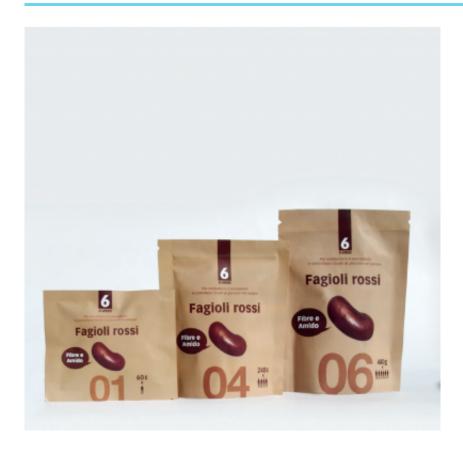
6 AT WEEK



Properties list:

information accessibility
information about use
information about content
range of products
end-user packaging
concept
pasta, rice and grains
pouch
cardboard and paper
contemporary
photo to describe
identity by typography
identity by system of colour

The project aims to lead the user to an healty nutrition by providing all the information about the good properties of mixed beans and about the importance of dosage and of correct combinations of food.

The reference model is the Mediterranean diet, so the packaging targets the hyper-informative aspect to increase the awareness about the benefits of the products.

Reference:

Credits:

Country: Italy Year: 2010

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

Course: Final Project Studio, Bachelor Degree

Lecturers: V. Bucchetti, E. Ciravegna, C. Diana, M.

Minoggio

Student: B. Agostinelli

Other images:



