

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 a healthy 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:

