## **PACKAGYM**



## Properties list:

extra-use of packaging range of products concept juices plastics other materials well-being ironic contemporary identity by shape identity by illustration identity by system of colour end-user packaging packaging as a new medium toy packaging reusability

In order to warn the user about the risk of child obesity, the project has a colorful and funny graphic style that highlights the role of food as energy and it also suggests a way to use it by adding a rope to jump to the packaging. In this way the packaging can be reused as a tool for physical activity, since the rope jump lets you quickly burn calories and it's a good exercise to make both arms and legs stronger, moreover it improves cardiac and respiratory resistance.

## Reference:

Credits:

Country: Italy Year: 2010

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

Course: Final Project Studio, Communication Bachelor Degree

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

Student: E. Conchetto

## Other images:











