## **5 REGOLE ANTISPRECO**



## Properties list:

information about content information about use packaging as a new medium end-user packaging range of products extra-use of packaging concept other non-food products labels and sleeves shopping bag bag cardboard and paper eco-friendly contemporary identity by typography identity by system of colour reusability

This is the project of a labelling system for vegetables, in order to make people aware of the problem regarding waste of materials. It gives advices and rules to buy in a clever way. Vegetables are usually at the entrance of a supermarket, so labels and products will greet customers and address them to buy carefully, not wasting materials.

## Reference:

Credits:

Country: Italy Year: 2011

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

Course: Final Project Studio, Bachelor Degree

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

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## Other images:









