IMPATTO ZERO



The main focus of the packaging is to increase the awareness of a user about the advantages of eating legums instead of meat. On the pack there are icons to make the reading of the message easier: different kinds of food are compared to set an equivalence. Moreover, the impact on environment is specified thanks to a cloud icon and a number of drops of water.

Properties list:

packaging as a new medium information accessibility end-user packaging range of products extra-use of packaging concept pasta, rice and grains labels and sleeves cardboard and paper bag contemporary identity by pictograms identity by typography identity by system of colour identity by textures and patterns information about content reusability

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

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Other images:









