SPORCATI LE MANI



Properties list:

extra-use of packaging range of products concept fruit and vegetables labels and sleeves cardboard and paper contemporary identity by shape identity by colour end-user packaging packaging as a new medium information about content

The label on the plastic bag aims to direct the user to a more sustainable solution: there is a comparison between meat and vegetables properties, and the aim is to highlight the advantages of consuming vegetables for both health and environment. The language used is sharp and there is a simple graphic that helps to spread the message to the user.

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:



