



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

The packaging gives to the user information about waste and some suggestions about how to reduce the problem. The project has two functions: on the one hand there is the graphic part that informs the user, on the other hand there are ceramic material inserted in the mould of the plastic film that helps to absorb ethylene, the hormone that makes the food get spoiled.

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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. M inoggio

Student: F.Bergamaschi

Other images:

