

The number on the packaging specifies how many people can't have access to the product: in developing countries only 6/10 people can afford to buy rice. On the back of the pack there are information about the World Food Programme activities, information about the product and the country of origin.

## Properties list:

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

## 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

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## Other images:



