

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

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Other images:



