



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
additional structural elements
flow-pack
bag
plastics
cardboard and paper
contemporary
identity by typography
identity by system of colour

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.

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:

