

WFP 4 BREAKFAST



Properties list:

- range of products
- extra-use of packaging
- concept
- bakery and bread
- bag
- contemporary
- identity by typography
- identity by illustration
- identity by system of colour
- end-user packaging
- packaging as a new medium

The packaging suggests a partnership between Mulino Bianco and WFP. The graphic style reminds the childhood world: the answer is clear and causes an immediate comparison between our food quality and malnourished children food quality. This triggers a new contrast: our world VS least developed countries (UN definition). On the back of the packaging there are educational information about the food conditions of four countries.

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:

