

SCADENZE DA RISPETTARE



Properties list:

- end-user packaging
- information accessibility
- range of products
- dairy, eggs and cheese
- concept
- sachet
- pouch
- jar and pot
- box
- bottle
- plastics
- metals
- glass and ceramics
- cardboard and paper
- information about content
- minimal
- contemporary
- photo to evoke
- identity by photo
- identity by typography
- identity by system of colour

The project came from the need to simplify and optimise the communication of the life span of fresh food products, while simultaneously conveying the concept of "short life span" as a positive value. "The best things in life don't last long ... we give them to you every day". To emphasise the surplus value of shelf life compared to best before date a line of products was created where the minimum best before date became a distinctive trademark and an element of different packaging typologies. As well as simplifying the structure of packaging, photography was used to metaphorically recall the concept of "short life" through a series of evocative images portraying delicate gesture and moments of beauty (a footprint in the sand, a soap bubble, a butterfly, etc). The shelf-life labeling associated with a dominant colour identity a temporal category and specific range of products, making them easier to recognise and to store in a fridge in a domestic environment.

Reference: [V. Bucchetti, Packaging contro.verso, Edizioni Dativo, Milano 2009.](#)

Credits:

Country: Italy

Year: 2006

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2005-2006, Communication Design Bachelor Degree

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Other images:

