SCADENZE DA RISPETTARE



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 to you every d ay". To emphasise the surplus value of shell 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 symplifying 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 sopa bubble, a butterfly, ecc). The shelf-life labeling associated whit 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.

Properties list:

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

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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