ECOPACK



Properties list:

reusability
packaging as a new medium
end-user packaging
range of products
extra-use of packaging
fruit and vegetables
concept
labels and sleeves
cardboard and paper
shopping bag
hand-made
eco-friendly
identity by typography

EcoPack is a package for fruits and vegetables with a double function: pre and post-purchase. Once he has consumed the product, the consumer can transform the container into a bag ready to use. The process of transformation and reuse of the package, along with awakening messages over the bag itself, involves the consumer in the problems related to the environment protection and the conservation of resources.

Reference:

Credits:

Country: Italy
Year: 2009
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2008-2009, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Chiara Diana

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