CONTRO LO SPRECO INVOLONTARIO



Properties list:

information about content
information about use
range of products
extra-use of packaging
packaging as a new medium
information accessibility
end-user packaging
concept
milk
other food
tray
gable top
folding carton
labels and sleeves
plastics
cardboard and paper
contemporary
identity by typography
identity by system of colour

In the domestic context of alimentary consumption, the project CONTRO LO SPRECO INVOLONTARIO (AGAINST THE UNINTENTIONAL WASTE) consists in a system of packages characterized by informative contents taking up space over the packaging surface proportionally to the importance they assume for the consumer; the result is a different perceptive hierarchy and a different order of reading. The aim is to awaken people to the problems of alimentary waste: information include useful advices for a correct access to food, in particular practical suggestions to handle the product in order to minimize the "unintentional waste" due to consumers bad habits.

Reference:

Credits:

Country: Italy
Year: 2008
School: Politecnico di Milano, School of Design (Milan, Italy)

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

Lecturers: Valeria Bucchetti, Chiara Diana

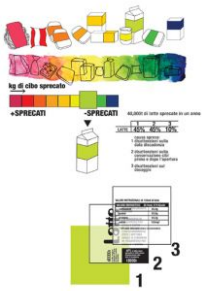
Student: Federica Bardelli

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