CONTATTO ZERO

Properties list:

identity by system of colour
ready to use
information about content
packaging as a new medium
information accessibility
product accessibility
end-user packaging
range of products
extra-use of packaging
concept
snacks
confectionery and sweetness
bakery and bread
tray
plastics
pharmaceutical
contemporary
unusual visual association
unusual structural association

The project CONTATTO ZERO (ZERO CONTACT) aims to facilitate the access to a safe, hygienic and cheap food, for people in transit in the so-called "non-places". The conceptual node at the base of this work is the idea of "asepticity" and all the communicative coordinates come from the medical and pharmaceutical world, in particular from the packages for sterilized tools. The packaging system both assure the food hygiene and promote basic hygienic rules through appropriate awakening messages.

Reference:

Credits:

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

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

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