VEGABLE

Properties list:

contemporary
information about content
packaging as a new medium
information accessibility
end-user packaging
range of products
concept
milk
fruit and vegetables
dairy, eggs and cheese
pouch
folding carton
can and tin
plastics
cardboard and paper
identity by pictograms
identity by system of colour

The VEGABLE packaging system becomes a way to make easier the vegetarian diet, for th ose who are already well-disposed towards it. The communicative structure makes itself responsible for the facilitation of the passage to a vegetarian alimentation, through the exploitation of its advantages and the increase of specific information referred to vegetarian products. One of the aims of the project is to simplify the foods combination, by means of a direct, playful and intuitive language.

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

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