DIVERSAMENTE FIORI

Properties list:

end-user packaging
range of products
concept
other food
labels and sleeves
contemporary
unusual structural association
unusual visual association
box
sachet
plastics
cardboard and paper
photo to describe
transparent

The project DIVERSAMENTE FIORI (DIFFERENTLY FLOWERS) aims to introduce flowers in the alimentation developing their communication as foods and making them easy to find on the market. The hypothesis is to sell them in specialized store such as florists, nursery gardeners, greenhouses: places where flowers can be cut and packed at the moment and where the main priority is then to have a flexible, practical and quick package, with a simple, clear and informative labelling system. Referring to the symbolic and a esthetic values of flowers, it has been designed an elegant and refined packaging system, nearly a gift-package. The extra-alimentary context of purchase has implied a specific communication system to support its introduction on that market and clear its new ways of usage.

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: Marco Bernardi

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