SCOPRIRE LO SPRECO



Properties list:

range of products
extra-use of packaging
information about content
packaging as a new medium
information accessibility
end-user packaging
concept
milk
juices
labels and sleeves
bottle
plastics
glass and ceramics
die cut
contemporary
identity by system of colour

The project SCOPRIRE LO SPRECO (UNVEILED FOOD WASTE) focuses on the investigation of the communicative potentials of sleeves to awaken the consumer concerning the food waste. The double communicative level created by the bottle surface and its "skin" (the sleeve) call the receiver's attention to the transformation suffered by the product when it's opened. The interaction between opaque and transparent surfaces unveils hidden 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

Lecturers: Valeria Bucchetti, Chiara Diana

Student: Arianna Biamonti

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