SPRECO MISURATO (MEASURED FOOD WASTE)



Properties list:

packaging as a new medium
information about content
information accessibility
end-user packaging
range of products
extra-use of packaging
concept
pasta, rice and grains
bag
folding carton
cardboard and paper
plastics
labels and sleeves
minimal
contemporary
identity by colour

Packaging design and a correct communication can help the consumers in preventing food waste in the domestic context. With this objective, a dosage system has been coupled with the unveiling of awakening messages: ideas and suggestions for recycling in contrast with the possible consequences of food waste.

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: Alessandro Calzolari

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1381

Other images:





This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1381