LA FILIERA DEL BIOLOGICO



Properties list:

packaging as a new medium
information about content
end-user packaging
range of products
extra-use of packaging
concept
milk
pasta, rice and grains
folding carton
bottle
glass and ceramics
cardboard and paper
eco-friendly
contemporary
unusual visual association
identity by pictograms
photo to evoke
identity by photo
identity by modular structure
identity by illustration
identity by colour

The project LA FILIERA DEL BIOLOGICO (BIOLOGICAL SUPPLY-CHAIN) consists in a packaging system for biological products. The objective is to focus on the general advantages of the biological supply-chain instead of those of specific products. In particular, it has been developed a system based on "combinable images" presenting a double reading level: one informative, the other more evocative, to communicate to the community the advantages can be offered by the biological agriculture at a local level in a short period of time.

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 Consiglio

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