HEALTHY TRASH



Properties list:

packaging as a new medium
end-user packaging
range of products
extra-use of packaging
concept
fruit and vegetables
juices
tube
can and tin
flow-pack
plastics
metals
cardboard and paper
ironic
mass-market
unusual visual association
identity by system of colour
identity by colour

The projects starts from the analysis of the so-called "trash food" products, their attractive language and their visual codes typical of the contemporaneity. The objective is to c ommunicate healthy foods, through a process of resemantization, using the codes of "trash". The product is intended as a provocation for the consumer, in order to activate and recall a more conscious approach at the moment of choice and purchase.

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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