PACKAGING SOCIALMENTE ATTIVO



Properties list:

packaging as a new medium
product accessibility
information accessibility
end-user packaging
range of products
extra-use of packaging
concept
folding carton
clothes and accessories
contemporary
cardboard and paper
identity by typography
identity by colour

The multiplication of social communication campaigns (from television spots to billboards and promocards) seems not to involve the consumption products, which rarely contribute to the spread of these messages. Social communication on packaging is limited to a sort of " make-up": the traditional graphic elements are flanked by small signs that overlap with the original layout without changing the package identity.
Focusing on the expressive potential of three-dimensional object, the project "packaging socialmente attivo" (socially active packaging) aims to rethink the packaging of products, by making them active part in the promotion of the social message, through radical interventions in both graphics and structure of the container. The aim is to alert the c onsumer about the issue of landmines. The solution proposed is the packing of products traditionally sold in pairs (such as gloves, socks, shoes), splitting them into two separate containers, held together by a ribbon gauze. The awareness message is divided on the surfaces of the two packages and becomes readable only by putting them side by side. Information about landmines and the costs related to them (both to their production a nd their elimination from war zones) are discovered little by little, while opening the packages and accessing the products.

Reference: V. Bucchetti, Packaging contro.verso, Edizioni Dativo, Milano 2009.

Credits:

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