INUTILMENTE CRUDELE

Properties list:

information about content
system of structural components
extra-use of packaging
range of products
system of graphical components
packaging as a new medium
end-user packaging
concept
information accessibility
cosmetics, beauty and toiletries
additional structural elements
labels and sleeves
unusual structural association
plastics
identity by system of colour

Although the futility of animal testing in the field of cosmetic products was proven, the visibility of the problem on the market is still poor, the information on the packaging are partial and the awareness at the time of purchase is rare.
Working on the contrast of the imaginary linked to beauty products, made of soft and glossy images, and the cruelty of animal testing, the project "inutilmente crudele" (unnecessarily cruel) offers a packaging solution designed to bring consumers to the world of "cruelty free" cosmetics.
To promote and sensitize people towards the products that are not tested on animals, elastic loops with little medals (like those for animals) are used as a collar on the body of the packages to facilitate the recognition of these products, inform people and invite the consumers to purchase them.

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

Credits:

Country: Italy
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School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2006-2007, Communication Design Bachelor Degree

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