ERGO FOOD

Properties list:

information about use
information about content
information accessibility
design for all
end-user packaging
range of products
system of graphical components
concept
pasta, rice and grains
bakery and bread
folding carton
cardboard and paper
contemporary
identity by modular structure
identity by pictograms
instruction through pictograms
photo to describe
identity by system of colour

The coexistence among people of different cultures and religions is a daily reality. Changing eating habits is one of the evidences of an integration process that has gradually brought exotic products in the supermarkets and typically Italian products in the houses of foreigners. Products packages, however, seem to ignore this social evolution. Communication is mainly mono-linguistic and not attentive to the needs of special diets. To address this deficiency, the project proposes a rethinking of food packaging, which, in compliance with specific dietary needs, try to break language barriers and promote cultural integration. A products line for a new brand of traditional Italian food, called "Ergo Food" starring the layout elements of text, translated into six languagesâ€‹â€‹, alongside strongly to the produc t images and descriptions of a system of pictograms essential that highlight the suitability of the food with specific nutritional regimes.

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

Credits:

Country: Italy
Year: 2007
School: Politecnico di Milano, School of Design (Milan, Italy)

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

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