GRILLI DEL MULINO BIANCO



Properties list:

information about content
packaging as a new medium
information accessibility
end-user packaging
range of products
concept
other food
tray
other shapes
folding carton
can and tin
plastics
metals
cardboard and paper
unusual visual association
mass-market
photo to describe
identity by photo
identity by typography

The globalization process of markets is radically changing lifestyles and consumption patterns. This process, which impacts on local economies at all scales, is manifested more strongly in the food industry, where local features are likely to be superseded by a monoculture of cooking of large profit-oriented corporations.
The project "grilli del Mulino Bianco" (Mulino Bianco's shackles) aims to enhance consumer awareness. Assuming the spread of unusual exotic food in the western market, it was designed the identity system for a hypothetical Chinese company that wants to open a chain of monobrand stores in Italy, for the sale of eastern products - such as locusts and scorpions - packaged or for takeaway.
From the study of brand packaging, the project plays on the elaboration of visual archetypes of the Italian maket to build a brand identity that draw consumers's attention to diversity and contamination.

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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