WHAT A PAIN...DOMESTIC ACCIDENTS!



Properties list:

packaging as a new medium
end-user packaging
range of products
extra-use of packaging
concept
pizza
bakery and bread
folding carton
box
contemporary
cardboard and paper
identity by typography

Che pizza...gli incidenti domestici! (What a pain...domestic accidents!)
The aim of the packaging is to inform the user of the seriousness of domestic accidents thanks to statistical data about these circumstances, in order to avoid them. The concept linking accidents and pizza is a play on words ("pizza" can also mean "a bore/pain in the neck" in Italian slang) based on the most common pizza names, used in the written message.

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Reference:

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