"DISTRUCTON" HANDBOOK



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
cardboard and paper
ironic
contemporary
identity by illustration

Manuale "distruzione" ("distruction handbook")
The project aims to bring the attention on bad habits thanks to an ironic use of assembly instructions that show step by step the wrong behavior.

Concept developed at the Design Department of Politecnico di Milano within the research programme "Sicurezza in famiglia" ("Safety in the family" - scientific coordination of prof. Valeria Bucchetti), financed by the Italian Consortium for the Recovery and Recycling of Cellulose-based Packaging (Comieco).

Reference:

Credits:

Country: Italy
Year: 2012
School: Politecnico di Milano, School of Design (Milan, Italy)

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