MONSTERS DON'T LIE ONLY UNDER THE BED



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
fantastic, fairy
contemporary
identity by illustration

I mostri non stanno solo sotto il letto (monsters don't lie only under the bed)
The main purpose of the project is to use illustrations to warn both parents and children about the possible dangers that can grow out of some domestic objects. This series presents some of the causes of children domestic injuries, illustrated like monsters which it's better to stay away from.

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:

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

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