DON'T TOUCH! DANGER OF BURNING



Properties list:

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

Non toccare! Pericolo d'ustione (Don't touch! Danger of burning)
The decontextualised image of a heat-producing object is placed on the hottest part of the pizza box, encouraging a sensory connection between the characteristics of the food product inside, and the danger implicit in the object shown.

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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