SAFETY ISN'T A MATTER OF LUCK



Properties list:

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

La sicurezza non è questione di fortuna (Safety isn't a matter of luck)
The project take origin from popular beliefs, especially about bad luck, so common in Italy. In case of accidents, the idea of bad luck intruding in everyday life is very common; the comparison between actions and objects that would lead to bad luck enhance how attention should be paid to home security. Tarots are the inspiration for the graphic style.

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)

Art Directors: Valeria Bucchetti, Erik Ciravegna

Designer: Agnese Rodriquez

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/2102

Other images:







This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/2102