IMAGINARY MONSTERS, REAL ACCIDENTS



Properties list:

end-user packaging
range of products
concept
pizza
bakery and bread
folding carton
box
cardboard and paper
ironic
contemporary
identity by illustration

Mostri immaginari, incidenti reali! (imaginary monsters, real accidents!)
The project wants to underline how some objects of the everyday life can represent a danger to children, often because adults' distractions. The project refers to kids' fear of monsters, showinh how they are not only under the bed, but also behind a large number of objects.

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: Deborha Dal Degan

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/2103

Other images:







This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/2103