VIRGILIO FORMAGGIO

Properties list:

packaging as a new medium
end-user packaging
single product
extra-use of packaging
update
dairy, eggs and cheese
pouch
contemporary
photo to evoke

CB'a agency projected a packaging to sell Parmigiano Reggiano e Grana, to collect funds to support earthquake victims in Emilia Romagna (Italy). The packaging promotes cooperation spirit and solidarity managing to describe briefly to the user the reconstruction of the territory.

Reference: http://www.cba-design.it/it/projects/un-consorzio-solidale/

Credits:

Country: Italy
Year: 2012
Agency: CB'a

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