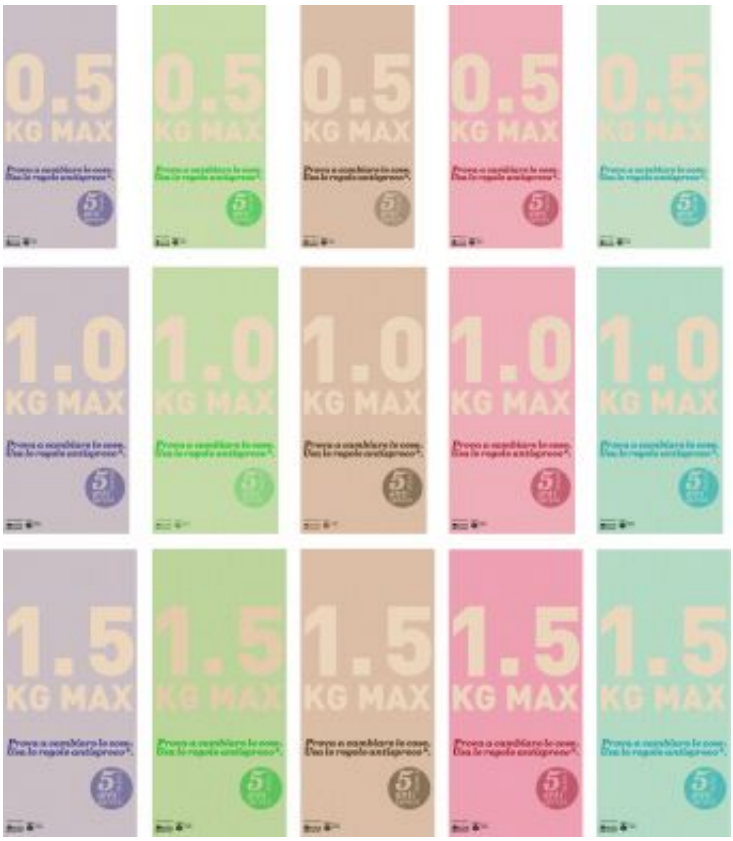
5 REGOLE ANTISPRECO



Properties list:

information about content
information about use
packaging as a new medium
end-user packaging
range of products
extra-use of packaging
concept
other non-food products
labels and sleeves
shopping bag
bag
cardboard and paper
eco-friendly
contemporary
identity by typography
identity by system of colour
reusability

This is the project of a labelling system for vegetables, in order to make people aware of the problem regarding waste of materials. It gives advices and rules to buy in a clever way. Vegetables are usually at the entrance of a supermarket, so labels and products will greet customers and address them to buy carefully, not wasting materials.

Reference:

Credits:

Country: Italy
Year: 2011
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Project Studio, Bachelor Degree

Lecturers: V. Bucchetti, E. Ciravegna, C. Diana, M. Minoggio

Student: Sara Borrelli

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