IMPATTO ZERO

Properties list:

packaging as a new medium
information accessibility
end-user packaging
range of products
extra-use of packaging
concept
pasta, rice and grains
labels and sleeves
cardboard and paper
bag
contemporary
identity by pictograms
identity by typography
identity by system of colour
identity by textures and patterns
information about content
reusability

The main focus of the packaging is to increase the awareness of a user about the advantages of eating legums instead of meat. On the pack there are icons to make the reading of the message easier: different kinds of food are compared to set an equivalence. Moreover, the impact on environment is specified thanks to a cloud icon and a number of drops of water.

Reference:

Credits:

Country: Italy
Year: 2010
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: M.Crivellaro

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