SPORCATI LE MANI



Properties list:

extra-use of packaging
range of products
concept
fruit and vegetables
labels and sleeves
cardboard and paper
contemporary
identity by shape
identity by colour
end-user packaging
packaging as a new medium
information about content

The label on the plastic bag aims to direct the user to a more sustainable solution: there is a comparison between meat and vegetables properties, and the aim is to highlight the advantages of consuming vegetables for both health and environment. The language used is sharp and there is a simple graphic that helps to spread the message to the user.

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

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