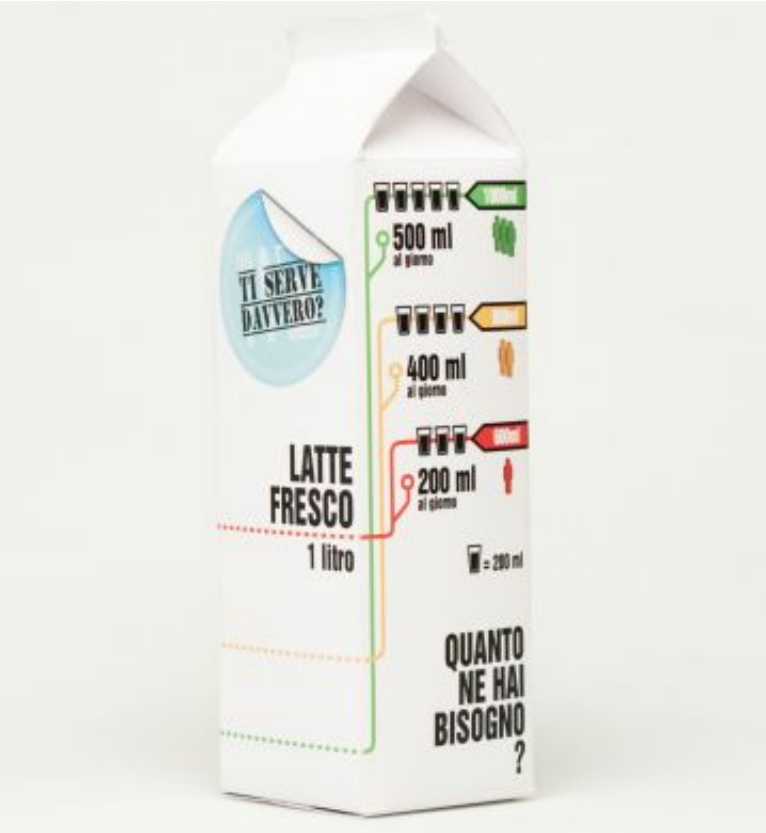
TISERVEDAVVERO?



Properties list:

information about content
information accessibility
end-user packaging
range of products
extra-use of packaging
concept
milk
dairy, eggs and cheese
labels and sleeves
gable top
cluster
cardboard and paper
infographics
contemporary
unusual visual association
packaging as a new medium
instruction through pictograms
identity by typography

The packaging helps to measure the waste of milk and makes the user think by giving concrete data and useful information to frame the problem. The illustrations on the packaging give suggestions based on real needs and helps the consumer to understand the situation better and how to limit the waste of food, in this case milk.

Reference:

Credits:

Country: Italy
Year: 2010
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Project Studio, Bachelor Degree

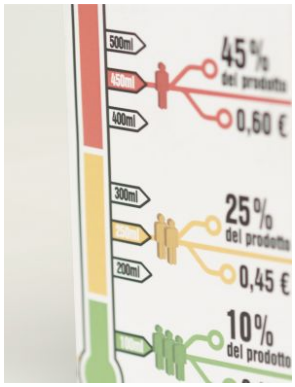
Lecturers: V. Bucchetti, E. Ciravegna, C. Diana, M. Minoggio

Student: L.Aprigliano

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