WFP 4 BREAKFAST

Properties list:

range of products
extra-use of packaging
concept
bakery and bread
bag
contemporary
identity by typography
identity by illustration
identity by system of colour
end-user packaging
packaging as a new medium

The packaging suggests a partnership between Mulino Bianco and WFP. The graphic style reminds the childhood world: the answer is clear and causes an immediate comparison between our food quality and malnourished children food quality. This triggers a new contrast: our world VS least developed countries (UN definition). On the back of the packaging there are educational information about the food conditions of four countries.

Reference:

Credits:

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

Course: Final Project Studio, Communication Bachelor Degree

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

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