

TRECENTO PER CENTO TRASPARENTE



Properties list:

- information about content
- packaging as a new medium
- information accessibility
- end-user packaging
- range of products
- extra-use of packaging
- concept
- pizza
- bakery and bread
- other shapes
- plastics
- contemporary
- transparent
- identity by shape
- identity by pictograms
- identity by typography
- identity by system of colour

The aim of the project TRECENTO PER CENTO TRASPARENTE (THREE HUNDRED PERCENT TRASPARENT) is to awaken consumer about the misleading communication used in food packaging and to guide him towards a correct and conscious choice and purchase. The main objective is then to develop a really seductive and attractive packaging system, but without renouncing to the correctness for the consumer. Transparency is the core of the project and the added value for the product communication: the designed solution is careful to give back a truthful image of the physical characteristics and the properties of the product, but without losing the seductive function of the package.

Reference:

Credits:

Country: Italy

Year: 2008

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

Course: Final Studio 2008-2009, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Chiara Diana

Student: Alessandro Brunetti

Other images:

