

# CONTRO LO SPRECO INVOLONTARIO

---



## Properties list:

- information about content
- information about use
- range of products
- extra-use of packaging
- packaging as a new medium
- information accessibility
- end-user packaging
- concept
- milk
- other food
- tray
- gable top
- folding carton
- labels and sleeves
- plastics
- cardboard and paper
- contemporary
- identity by typography
- identity by system of colour

In the domestic context of alimentary consumption, the project **CONTRO LO SPRECO INVOLONTARIO (AGAINST THE UNINTENTIONAL WASTE)** consists in a system of packages characterized by informative contents taking up space over the packaging surface proportionally to the importance they assume for the consumer; the result is a different perceptive hierarchy and a different order of reading. The aim is to awaken people to the problems of alimentary waste: information include useful advices for a correct access to food, in particular practical suggestions to handle the product in order to minimize the "unintentional waste" due to consumers bad habits.

---

## 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:** Federica Bardelli

Other images:

