## **VEGABLE**



The VEGABLE packaging system becomes a way to make easier the vegetarian diet, for th ose who are already well-disposed towards it. The communicative structure makes itself responsible for the facilitation of the passage to a vegetarian alimentation, through the exploitation of its advantages and the increase of specific information referred to vegetarian products. One of the aims of the project is to simplify the foods combination, by means of a direct, playful and intuitive language.

## Properties list:

contemporary information about content packaging as a new medium information accessibility end-user packaging range of products concept milk fruit and vegetables dairy, eggs and cheese pouch folding carton can and tin cardboard and paper identity by pictograms identity by system of colour

## 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

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Other images: