

PHARMA F+V



Properties list:

- information about content
- packaging as a new medium
- information accessibility
- end-user packaging
- range of products
- extra-use of packaging
- concept
- fruit and vegetables
- labels and sleeves
- other shapes
- cardboard and paper
- plastics
- pharmaceutical
- unusual visual association
- identity by system of colour

Fresh fruits and vegetables are the context of action for the project PHARMA F+V. The package plays the role of "scientific informer" for the consumer, in order to increase his awareness during the act of choosing and purchasing products. Specific nutritional values and beneficial properties of the product are then highlighted using a language hyper-informative referring to the pharmaceutical world, in order to underline its properties.

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: Veronica Asnaghi

Other images:

