

# PHARMA F+V

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## 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.

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## Reference:

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### 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:

