

# DIVERSAMENTE FIORI

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Properties list:

- end-user packaging
- range of products
- concept
- other food
- labels and sleeves
- contemporary
- unusual structural association
- unusual visual association
- box
- sachet
- plastics
- cardboard and paper
- photo to describe
- transparent

The project DIVERSAMENTE FIORI (DIFFERENTLY FLOWERS) aims to introduce flowers in the alimentation developing their communication as foods and making them easy to find on the market. The hypothesis is to sell them in specialized store such as florists, nursery gardeners, greenhouses: places where flowers can be cut and packed at the moment and where the main priority is then to have a flexible, practical and quick package, with a simple, clear and informative labelling system. Referring to the symbolic and a esthetic values of flowers, it has been designed an elegant and refined packaging system, nearly a gift-package. The extra-alimentary context of purchase has implied a specific communication system to support its introduction on that market and clear its new ways of usage.

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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

**Student:** Marco Bernardi

Other images:

