

SCOPRIRE LO SPRECO



Properties list:

- range of products
- extra-use of packaging
- information about content
- packaging as a new medium
- information accessibility
- end-user packaging
- concept
- milk
- juices
- labels and sleeves
- bottle
- plastics
- glass and ceramics
- die cut
- contemporary
- identity by system of colour

The project SCOPRIRE LO SPRECO (UNVEILED FOOD WASTE) focuses on the investigation of the communicative potentials of sleeves to awaken the consumer concerning the food waste. The double communicative level created by the bottle surface and its "skin" (the sleeve) call the receiver's attention to the transformation suffered by the product when it's opened. The interaction between opaque and transparent surfaces unveils hidden messages.

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: Arianna Biamonti

Other images: