

# FARMERS MARKET PACKAGING

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## Properties list:

- information about content
- hand-made
- eco-friendly
- end-user packaging
- information accessibility
- range of products
- system of graphical components
- fruit and vegetables
- concept
- labels and sleeves
- cardboard and paper
- bio plastics
- sachet
- shopping bag
- instruction through pictograms
- photo to evoke
- identity by photo

The aim of the research is the creation of a packaging system for the so-called "farmers markets". The solution consists in a bag obtained from the combination of two layers: one, external, made in recycled paper and the other, internal, made in mater-bi (a compostable bio-plastic). The identity of the bag is then declined according to the four seasons: each paper layer has on its surface a different painting by G. F. Millet (one per season) and each mater-bi layer is characterized by a specific colour; the adding of a label with specific information and pictograms related to the content, is used to close each bag. In other words, the packaging system uses two different communication registries: one more emotional recalling rough and traditional materials, colours and images; the other, more informative, of the label and its graphical structure.

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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

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