

SAY NO TO WAR



Properties list:

refill system
carrying system
packaging as a new medium
end-user packaging
single product
extra-use of packaging
concept
water
plastics
metals
fabrics
other shapes
unusual visual association
unusual structural association
transgressive
textured
identity by shape
identity by colour

Symbolic messages we percept in our context are not only those related to health, physical aspect etc., but they can also play a social role, widening our usual vision of food. The project makes a military flask loose his common context of use and move away from its primary function (of water container) in order to become, through an explicit graphical contraposition, a symbol of the "no to war", of a pacifism without time, which calls back, in its actuality, themes dear to '68.

Reference:

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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Other images:

