

# SPRECO MISURATO (MEASURED FOOD WASTE)

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## Properties list:

- packaging as a new medium
- information about content
- information accessibility
- end-user packaging
- range of products
- extra-use of packaging
- concept
- pasta, rice and grains
- bag
- folding carton
- cardboard and paper
- plastics
- labels and sleeves
- minimal
- contemporary
- identity by colour

Packaging design and a correct communication can help the consumers in preventing food waste in the domestic context. With this objective, a dosage system has been coupled with the unveiling of awakening messages: ideas and suggestions for recycling in contrast with the possible consequences of food waste.

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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:** Alessandro Calzolari

Other images:

