

UN SEME PER IL BIOLOGICO



Properties list:

- instruction through pictograms
- identity by pictograms
- information about use
- information about packaging
- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- concept
- juices
- pasta, rice and grains
- fruit and vegetables
- other shapes
- brick
- bag
- eco-friendly
- natural
- cardboard and paper
- identity by colour

The awakening of consumers towards the biological agriculture and its advantages for the planet is the core of the project UN SEME PER IL BIOLOGICO (A SEED FOR THE BIOLOGICAL ISSUE). A line of food packages has been designed to represent metaphorically, through the introduction of a seed in the container, the constant commitment needed to obtain, in time, positive results for the Earth. The proposed solution is characterized by the use of pictograms, recycled and recyclable/compostable materials.

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: Andrea Carlon

Other images:

