

SOTTO IL CIBO DI STRADA



Properties list:

information about content
packaging as a new medium
information accessibility
end-user packaging
range of products
extra-use of packaging
concept
other food
labels and sleeves
contemporary
sachet
cardboard and paper
plastics
unusual visual association
identity by typography
identity by colour

The objective of the project "SOTTO" IL CIBO DI STRADA ("UNDER" STREET-FOOD) is to communicate the street-food of the Italian tradition, increasing its value and offering it as an alternative to the solution of the global market. Through the overlapping of expressive codes and the filtered reading of information distributed on several levels, the product identity is hidden and then unveiled, with a wrongfooting effect, only when the package is opened.

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: Veronica Clarin

Other images:

