

# SOTTO IL CIBO DI STRADA

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## 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.

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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:** Veronica Clarin

Other images:

