

# 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:

