

# PACKAGING IPER-SCORRETTO

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## Properties list:

packaging as a new medium  
end-user packaging  
range of products  
extra-use of packaging  
concept  
pizza  
pasta, rice and grains  
confectionery and sweetness  
bakery and bread  
pouch  
folding carton  
flow-pack  
box  
cardboard and paper  
plastics  
transgressive  
minimal  
ironic  
contemporary  
unusual visual association  
identity by photo

The project PACKAGING IPER-SCORRETTO (HYPER-INCORRECT PACKAGING) aims to draw attention to how frequently foods are subjected to a seductive process. The propensity to seduce the consumer by means of a visual deception is then underlined provocatively, using the same techniques commonly used to attract the receiver and induce him to a forced choice, which go to extremes, creating artificial models expressing an unnatural perfection, each product move towards in the contemporary communication.

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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:** Gabriele Colombo

Other images:

