

# LA FILIERA DEL BIOLOGICO

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## Properties list:

packaging as a new medium  
information about content  
end-user packaging  
range of products  
extra-use of packaging  
concept  
milk  
pasta, rice and grains  
folding carton  
bottle  
glass and ceramics  
cardboard and paper  
eco-friendly  
contemporary  
unusual visual association  
identity by pictograms  
photo to evoke  
identity by photo  
identity by modular structure  
identity by illustration  
identity by colour

The project LA FILIERA DEL BIOLOGICO (BIOLOGICAL SUPPLY-CHAIN) consists in a packaging system for biological products. The objective is to focus on the general advantages of the biological supply-chain instead of those of specific products. In particular, it has been developed a system based on "combinable images" presenting a double reading level: one informative, the other more evocative, to communicate to the community the advantages can be offered by the biological agriculture at a local level in a short period of time.

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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:** Alessandro Consiglio

Other images:

