

PARADOSSI DIMENSIONALI



Properties list:

packaging as a new medium
end-user packaging
range of products
extra-use of packaging
milk
concept
bakery and bread
folding carton
bottle
contemporary
plastics
cardboard and paper
identity by shape
photo to describe

The them the project PARADOSSI DIMENSIONALI (DIMENSIONAL PARADOXES) aims to give answer is the awakening of people towards the problem of food waste: the package, then, has been redesigned, introducing structural alterations, aiming to obtain a system of offering and consumption based on dimensional paradoxes and perceptive illusions, provocative and informative at the same time. The containers of a group of products of wide consumption (such as milk, bread, corn-flakes etc.) have been modified structurally and dimensionally to obtain packages with a strong "size impression" and a high evidence on the shelf, through their visual impact.

Reference:

Credits:

Country: Italy

Year: 2008

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2008-2009, Communication Design Bachelor Degree

Professors: Valeria Bucchetti, Chiara Diana

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Other images:

