

# PRET-A-MANGER

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## Properties list:

reusability  
ready to use  
packaging as a new medium  
end-user packaging  
range of products  
extra-use of packaging  
concept  
folding carton  
tray  
box  
soups and ready-meals  
plastics  
cardboard and paper  
contemporary  
unusual visual association  
photo to evoke  
identity by abstract shapes

The project is dedicated to the "prêt-à-manger" purchase system of "zero miles" menus and single courses, in the large-scale retail trade. The main objective is to awaken the consumer through the evocation of the concept of local tradition by means of period images, taken from the collective imaginary, intersected with contemporary graphic elements. Topicality and tradition live together on the same visual and emotional plan, inviting the purchaser to re-appropriate of the ancient cooking roots of his land, with regard to space and time.

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## Reference:

### 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:** Federico DelFрати

Other images: