

PRET-A-MANGER



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.

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: