

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: