# **APERITIVO SENZA SPRECO**



### Properties list:

information about content packaging as a new medium end-user packaging range of products extra-use of packaging concept wine soups and ready-meals snacks tray shopping bag folding carton cardboard and paper contemporary unusual visual association identity by pictograms identity by system of colour identity by colour reusability

The project APERITIVO SENZA SPRECO (APERITIF WITHOUT WASTE) aims to denounce the food waste and its consequences at global level. A packaging system was d eveloped for extra-domestic contexts: restaurants and fashionable places. The objective is to awaken individuals and induce them to a conscious food consumption. Through graphics and the interaction mechanisms packaging-user, it is underlined the straight connection between food, water and greenhouse gas emissions, promoting a collective reflection over food wastage.

#### 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: Carlo De Gaetano

# Other images:













