

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 developed 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:

