

# PACKAGING IPER-CORRETTO

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## Properties list:

- information about content
- packaging as a new medium
- information accessibility
- end-user packaging
- extra-use of packaging
- range of products
- concept
- snacks
- pizza
- pasta, rice and grains
- bakery and bread
- folding carton
- pouch
- flow-pack
- plastics
- cardboard and paper
- contemporary
- identity by typography
- photo to describe
- identity by photo

Very frequently there is no correspondence between the real product and its representation. Is it possible to call the consumer's attention without deceiving? The project **PACKAGING IPER-CORRETTO** (HYPER-CORRECT PACKAGING) aims to give an answer to this question. The proposed solution intends to communicate with extreme correctness merits and flaws of the product. The exaggeration and the total transparency become a way to awaken the consumer towards the theme of deceiving communication in the project of food packaging.

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## Reference:

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### 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

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Other images:

