

# HEALTHY TRASH

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## Properties list:

packaging as a new medium  
end-user packaging  
range of products  
extra-use of packaging  
concept  
fruit and vegetables  
juices  
tube  
can and tin  
flow-pack  
plastics  
metals  
cardboard and paper  
ironic  
mass-market  
unusual visual association  
identity by system of colour  
identity by colour

The project starts from the analysis of the so-called "trash food" products, their attractive language and their visual codes typical of the contemporaneity. The objective is to communicate healthy foods, through a process of resemantization, using the codes of "trash". The product is intended as a provocation for the consumer, in order to activate and recall a more conscious approach at the moment of choice and purchase.

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## 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

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Other images: