

LA TAVOLA DEL BUONSENSO



Properties list:

- information about use
- information about content
- end-user packaging
- information accessibility
- system of graphical components
- range of products
- concept
- pasta, rice and grains
- fruit and vegetables
- bakery and bread
- folding carton
- flow-pack
- can and tin
- metals
- cardboard and paper
- contemporary
- instruction through pictograms
- photo to describe
- identity by colour

The promotion of a healthy diet and the sensitization about nutrition issues are absolutely central to a country like Italy, where sedentary lifestyle and obesity is becoming a social problem, particularly among the younger generations. The lack of consumer attention to nutrition is reflected in the poor significance of this type of data on the products packages. Reversing the hierarchy of information carried on food packaging can be a way to promote a more informed choice. The project "La tavola del buonsenso" (the table of good sense) a redesign of the containers of some "branded" products, where the nutritional facts become the center of the communication; reversing the traditional hierarchy, information are positioned with high visibility on the front of the product packaging.

Reference: [V. Bucchetti, Packaging contro.verso, Edizioni Dativo, Milano 2009.](#)

Credits:

Country: Italy

Year: 2007

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2006-2007, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Piero Capodici, Chiara Diana, Maurizio Minoggio

Student: Chiara Sartori

Other images:

