

# INUTILMENTE CRUDELE

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## Properties list:

- information about content
- system of structural components
- extra-use of packaging
- range of products
- system of graphical components
- packaging as a new medium
- end-user packaging
- concept
- information accessibility
- cosmetics, beauty and toiletries
- additional structural elements
- labels and sleeves
- unusual structural association
- plastics
- identity by system of colour

Although the futility of animal testing in the field of cosmetic products was proven, the visibility of the problem on the market is still poor, the information on the packaging are partial and the awareness at the time of purchase is rare.

Working on the contrast of the imaginary linked to beauty products, made of soft and glossy images, and the cruelty of animal testing, the project "inutilmente crudele" (unnecessarily cruel) offers a packaging solution designed to bring consumers to the world of "cruelty free" cosmetics.

To promote and sensitize people towards the products that are not tested on animals, elastic loops with little medals (like those for animals) are used as a collar on the body of the packages to facilitate the recognition of these products, inform people and invite the consumers to purchase them.

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

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## Credits:

**Country:** Italy

**Year:** 2007

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

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

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Other images:

