

SENTIRE IL PACKAGING



Properties list:

tactile packaging
information about content
product accessibility
information accessibility
design for all
end-user packaging
range of products
concept
milk
pasta, rice and grains
dairy, eggs and cheese
bakery and bread
opening and closure systems
pouch
folding carton
flacon
cluster
can and tin
plastics
metals
cardboard and paper
debossed, embossed
identity by shape

The widespread attention to the needs of people with disabilities does not seem to influence the food sector, which still offers only few products able to meet the necessities of the visually impaired.

An analysis of the criticalities of the products currently on the market, the consumption patterns of people with impaired vision and the production technologies available, shows an interesting space for a redesign of packaging.

The project "sentire il packaging" (feeling the packaging) proposes a line of food products, such as milk and cookies, where the package, through simple but innovative formal solutions, solves three main problems encountered by visually impaired: product recognition and identification, availability of information, opening and access to the product.

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

Credits:

Country: Italy

Year: 2006

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Course: Final Studio 2005-2006, Communication Design Bachelor Degree

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