

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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