



## Properties list:

- information about use
- information about content
- information accessibility
- design for all
- end-user packaging
- range of products
- system of graphical components
- concept
- pasta, rice and grains
- bakery and bread
- folding carton
- cardboard and paper
- contemporary
- identity by modular structure
- identity by pictograms
- instruction through pictograms
- photo to describe
- identity by system of colour

The coexistence among people of different cultures and religions is a daily reality. Changing eating habits is one of the evidences of an integration process that has gradually brought exotic products in the supermarkets and typically Italian products in the houses of foreigners. Products packages, however, seem to ignore this social evolution. Communication is mainly mono-linguistic and not attentive to the needs of special diets. To address this deficiency, the project proposes a rethinking of food packaging, which, in compliance with specific dietary needs, try to break language barriers and promote cultural integration. A products line for a new brand of traditional Italian food, called "Ergo Food" starring the layout elements of text, translated into six languages, alongside strongly to the product images and descriptions of a system of pictograms essential that highlight the suitability of the food with specific nutritional regimes.

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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:

