

# GRILLI DEL MULINO BIANCO

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## Properties list:

- information about content
- packaging as a new medium
- information accessibility
- end-user packaging
- range of products
- concept
- other food
- tray
- other shapes
- folding carton
- can and tin
- plastics
- metals
- cardboard and paper
- unusual visual association
- mass-market
- photo to describe
- identity by photo
- identity by typography

The globalization process of markets is radically changing lifestyles and consumption patterns. This process, which impacts on local economies at all scales, is manifested more strongly in the food industry, where local features are likely to be superseded by a monoculture of cooking of large profit-oriented corporations.

The project "grilli del Mulino Bianco" (Mulino Bianco's shackles) aims to enhance consumer awareness. Assuming the spread of unusual exotic food in the western market, it was designed the identity system for a hypothetical Chinese company that wants to open a chain of monobrand stores in Italy, for the sale of eastern products - such as locusts and scorpions - packaged or for takeaway.

From the study of brand packaging, the project plays on the elaboration of visual archetypes of the Italian market to build a brand identity that draw consumers's attention to diversity and contamination.

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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

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

**Student:** Marco Valota

Other images:

