

LATTINA



Properties list:

- end-user packaging
- single product
- concept
- milk
- folding carton
- flacon
- metals
- cardboard and paper
- ironic
- high-tech
- contemporary

"Lattina" is a packaging concept that reinterprets the traditional anonymous milk container so that it can convey a message too often forgotten: milk is a biological and natural product. The solution is a small version of a traditional milk can, capable to raise awareness around issues like the importance of drinking biological milk, produced in not-intensive herds. The can is wrapped by a paper strip containing some brief information (such as where the milk has been produced or why it is important to drink biological milk).

Reference: <http://www.behance.net/gallery/LATTINAA-%28Latte-in-lattina%29/665684>

Credits:

Country: Italy

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

Course: Open Lectures, Communication Design Master Degree, 2009-2010

Lecturer: Luigi Marcello Ciccognani

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Other images:

