

PARROT FUNNY DIET



Properties list:

- biodegradability and compostability
- toy packaging
- unit dose packaging
- ready to use
- disposable packaging
- information about use
- information about content
- product accessibility
- information accessibility
- pets
- end-user packaging
- concept
- single product
- other food
- dispensing systems
- other shapes
- disc-case
- cardboard and paper
- playful
- natural
- identity by shape
- identity by modular structure
- identity by typography
- identity by illustration
- illustrated character

The concept is an edible packaging that is divided in 7-8 portions of dried food. This eases the user while feeding the parrot. The product range includes different flavors and multivitamins snacks. The infographic helps the user to understand and think more responsibly of a parrot's diet.

Parrot Funny Diet is a packaging that solves two main problems regarding the common beliefs about parrots' diet and the role that pet food packaging may have. Parrots need to establish strong connections and relationships with their owners to live a happy life and they do it especially through food and toys. They perceive toys as food and food as a prize that makes them happy. So we wanted to combine these two elements for a packaging that is playful and easy to use both for the user and for the animal.

Reference:

Credits:

Country: Italy

Year: 2011

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

Course: Packaging Design 2011, Master Degree

Lecturers: Valeria Bucchetti, with Erik Ciravegna, Sara Sanvito

Students: Stefano Galimberti, Marco Di Norcia, Mina Todorovic, Nemanja Bakovic

Other images: