

# PARROT FUNNY DIET

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## 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.

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Reference:

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Credits:

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**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

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Other images: