



Properties list:

- pets
- end-user packaging
- range of products
- concept
- other food
- dispensing systems
- other shapes
- plastics
- contemporary
- unusual structural association
- identity by typography
- identity by system of colour
- product accessibility
- ready to use

The universe of fish food opens itself as repetitive and chaotic, offering only cylindrical containers. These kind of packaging does not give you the possibility of dosage and even makes the user get in touch with the food.â€œOur project moves around these two concepts: making it the dosage of the food possible, with adequate portions for every two days, and the design of a package avoids the direct contact with the food.â€œThe package is made out of two plastic parts (that change color depending on the kind of food) with a recognizable logo and form.

Reference:

Credits:

Country: Italy

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

Course: Packaging Design 2011, Master Degree

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Other images:

