

# POURFISH - ONE MOVE ONE FISH

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## Properties list:

- identity by colour
- identity by photo
- identity by shape
- plastics
- other shapes
- dispensing systems
- other food
- concept
- range of products
- end-user packaging
- pets

PourFish was inspired by the relationship between the fish owner and the fish itself. The initial idea to create an emotional bridge between the two individuals followed this project throughout. These observations were then crossed with the desire to create a functional product, inspired by the kitchen and all its tools. We produced a box with rounded corners that when tilted to pour, like the container for sugar, releases one portion of food for one fish. A cap allows the container to be closed, avoiding bad smell from the food to spread in the environment. The choice of clean graphics make the product highly recognizable and its form makes it pleasant and easy to store at home.

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## 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:** J. Bonacci, F. Gusella, D. Hedberg, M. Melazzini, M. Nobile.

Other images:

