

SAUSAGE DOG



Properties list:

- identity by system of colour
- identity by illustration
- illustrated character
- identity by packing process
- unusual structural association
- unusual visual association
- ironic
- cardboard and paper
- plastics
- other shapes
- other food
- concept
- range of products
- end-user packaging
- pets
- product accessibility
- information about content
- information about packaging
- tactile packaging
- ready to use
- smart packaging
- unit dose packaging
- logistic optimisation

In this project we have developed a packaging for wet dogs food to respond three needs: allow portioning and heating of the product (to avoid the problem of leftovers), facilitate interaction (by reducing the number of actions and tools while being used) and create a playful, communicative system linked to the genuine content through a language that evokes a "butchers culture".

Sausage Dog provides for portioning of the content in single doses from a set of four, easily separated by cutting and easily transported. The sausages can be warmed in a microwave, the user then just have to "squeeze" the single wrap to extract the content. Information regarding content and methods of use are shown on the wrapping of the 4 sausages. The secondary packaging is designed to be shelf-ready, so it is configurable as an exhibitor.

Reference:

Credits:

Country: Italy

Year: 2011

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

Course: Packaging Design 2011, Master Degree

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Other images:

