

# WHAT A PAIN...DOMESTIC ACCIDENTS!

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## Properties list:

packaging as a new medium  
end-user packaging  
range of products  
extra-use of packaging  
concept  
pizza  
bakery and bread  
folding carton  
box  
contemporary  
cardboard and paper  
identity by typography

Che pizza...gli incidenti domestici! (What a pain...domestic accidents!)

The aim of the packaging is to inform the user of the seriousness of domestic accidents thanks to statistical data about these circumstances, in order to avoid them. The concept linking accidents and pizza is a play on words ("pizza" can also mean "a bore/pain in the neck" in Italian slang) based on the most common pizza names, used in the written message.

Concept developed at the Design Department of Politecnico di Milano within the research programme "Sicurezza in famiglia" ("Safety in the family" - scientific coordination of prof. Valeria Bucchetti), financed by the Italian Consortium for the Recovery and Recycling of Cellulose-based Packaging (Comieco).

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## Reference:

### Credits:

**Country:** Italy

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