

INGREDIENTS INFOGRAPHIC



Properties list:

packaging as a new medium
information accessibility
end-user packaging
range of products
extra-use of packaging
concept
pizza
bakery and bread
folding carton
box
cardboard and paper
infographics
contemporary
photo to evoke
identity by illustration

Infografica Ingredienti (Ingredients Infographic)

The aim of the project is to inform the user about the theme of domestic accidents, showing some annual statistics related to injuries at home. The project uses the difference between some pizza's typical ingredients, so that it's possible to represent the number of victims, depending on the triggering cause.

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).

Reference:

Credits:

Country: Italy

Year: 2012

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

Art Directors: Valeria Bucchetti, Erik Ciravegna

Designer: Silvia Acerbi

Other images:

