

# OUCH! THE "VICTIM" CARTON

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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  
cardboard and paper  
contemporary  
identity by typography

## Ahia! Il cartone "vittima" (Ouch! The "victim" carton)

The project makes a comparison between the user and the carton seen as "victim of an accident", using the box as a speaking character which suffer the consequences of the accident. The project consists of four variations depending on different accidents: burn, cut, hit and sprain.

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:

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## Credits:

**Country:** Italy

**Year:** 2012

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