SMALL DAILY DISTRACTIONS



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 photo

Piccole disattenzioni quotidiane (small daily distractions)

This project refers to the imaginary of the "perfect house", that safe place and symbol of wealth, typical of the first 50s. There are three characters: the perfect housewife, the businessman and the polite kid. Focus of the project is the action of the character: the woman is cutting herself, the man is inadvertently setting on a fire and the kid is unconsciously drinking some detergent. In this way the user comes to acknowledge those little actions and lacks of attention that can cause accidents.

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: Martina Elisa Cecchi

Other images:



