

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.

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Reference:

Credits:

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