

VIRGILIO FORMAGGIO



Properties list:

- packaging as a new medium
- end-user packaging
- single product
- extra-use of packaging
- update
- dairy, eggs and cheese
- pouch
- contemporary
- photo to evoke

CB'a agency projected a packaging to sell Parmigiano Reggiano e Grana, to collect funds to support earthquake victims in Emilia Romagna (Italy). The packaging promotes cooperation spirit and solidarity managing to describe briefly to the user the reconstruction of the territory.

Reference: <http://www.cba-design.it/it/projects/un-consorzio-solidale/>

Credits:

Country: Italy

Year: 2012

Agency: CB'a

Other images: