

# VIRGILIO FORMAGGIO

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## 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.

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

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## Credits:

**Country:** Italy

**Year:** 2012

**Agency:** CB'a

Other images: