7 GIORNI DI SALUTE



Project takes medicines packaging as reference, as they're characterized by a monodosesystem organization. The same concept is applied to chocolate through a division that points out the daily dose that would benefit the heart health.

Reference:

Credits:

Country: Italy Year: 2010 School: Politecnico di Milano, School of Design (Milan, Italy) Course: Final Project Studio, Communication Bachelor Degree Lecturers: V. Bucchetti, E. Ciravegna, C. Diana, M. Minoggio Student: M. Bignamini

Properties list:

range of products extra-use of packaging concept chocolate labels and sleeves folding carton cardboard and paper contemporary identity by pictograms identity by typography identity by typography identity by system of colour identity by system of colour identity by colour end-user packaging packaging as a new medium information about content information about use Other images:







