



Properties list:

- extra-use of packaging
- range of products
- concept
- juices
- additional structural elements
- bottle
- plastics
- other materials
- well-being
- playful
- ironic
- contemporary
- identity by shape
- identity by illustration
- identity by system of colour
- end-user packaging
- packaging as a new medium
- toy packaging
- reusability

In order to warn the user about the risk of child obesity, the project has a colorful and funny graphic style that highlights the role of food as energy and it also suggests a way to use it by adding a rope to jump to the packaging. In this way the packaging can be reused as a tool for physical activity, since the rope jump lets you quickly burn calories and it's a good exercise to make both arms and legs stronger, moreover it improves cardiac and respiratory resistance.

Reference:

Credits:

Country: Italy

Year: 2010

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Project Studio, Communication Bachelor Degree

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Other images:

