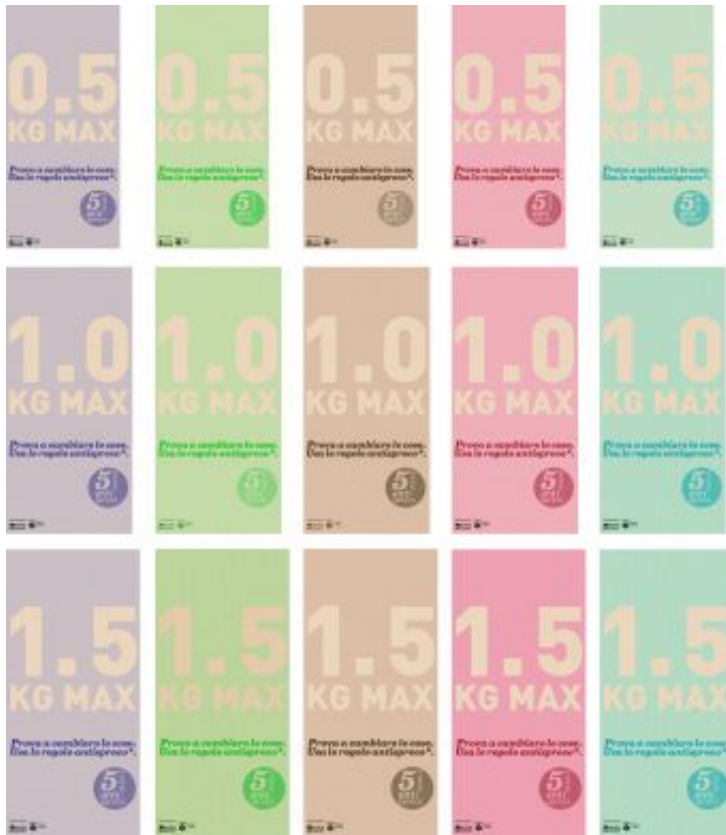


5 REGOLE ANTISPRECO



Properties list:

- information about content
- information about use
- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging concept
- other non-food products
- labels and sleeves
- shopping bag
- bag
- cardboard and paper
- eco-friendly
- contemporary
- identity by typography
- identity by system of colour
- reusability

This is the project of a labelling system for vegetables, in order to make people aware of the problem regarding waste of materials. It gives advices and rules to buy in a clever way. Vegetables are usually at the entrance of a supermarket, so labels and products will greet customers and address them to buy carefully, not wasting materials.

Reference:

Credits:

Country: Italy

Year: 2011

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

Course: Final Project Studio, Bachelor Degree

Lecturers: V. Bucchetti, E. Ciravegna, C. Diana, M. Minoggio

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Other images:

