

IMPATTO ZERO



Properties list:

- packaging as a new medium
- information accessibility
- end-user packaging
- range of products
- extra-use of packaging
- concept
- pasta, rice and grains
- labels and sleeves
- cardboard and paper bag
- contemporary
- identity by pictograms
- identity by typography
- identity by system of colour
- identity by textures and patterns
- information about content
- reusability

The main focus of the packaging is to increase the awareness of a user about the advantages of eating legums instead of meat. On the pack there are icons to make the reading of the message easier: different kinds of food are compared to set an equivalence. Moreover, the impact on environment is specified thanks to a cloud icon and a number of drops of water.

Reference:

Credits:

Country: Italy

Year: 2010

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

Course: Final Project Studio, Bachelor Degree

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Other images:

