

SPORCATI LE MANI



Properties list:

- extra-use of packaging
- range of products
- concept
- fruit and vegetables
- labels and sleeves
- cardboard and paper
- contemporary
- identity by shape
- identity by colour
- end-user packaging
- packaging as a new medium
- information about content

The label on the plastic bag aims to direct the user to a more sustainable solution: there is a comparison between meat and vegetables properties, and the aim is to highlight the advantages of consuming vegetables for both health and environment. The language used is sharp and there is a simple graphic that helps to spread the message to the user.

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:

