



Properties list:

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

The packaging gives to the user information about waste and some suggestions about how to reduce the problem. The project has two functions: on the one hand there is the graphic part that informs the user, on the other hand there are ceramic material inserted in the mould of the plastic film that helps to absorb ethylene, the hormone that makes the food get spoiled.

Reference:

Credits:

Country: Italy

Year: 2010

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

Course: Final Project Studio, Bachelor Degree

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

Student: F. Bergamaschi

Other images:

