POLITECNICO DI MILANO

DIPARTIMENTO
INDACO

Valeria Bucchetti
Facoltà del Design / Politecnico di Milano

Expo Pack, 13 luglio 2010

1 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Poesia
Nanni Balestrini

2 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Poesia
Nanni Balestrini

3 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Poesia
Nanni Balestrini

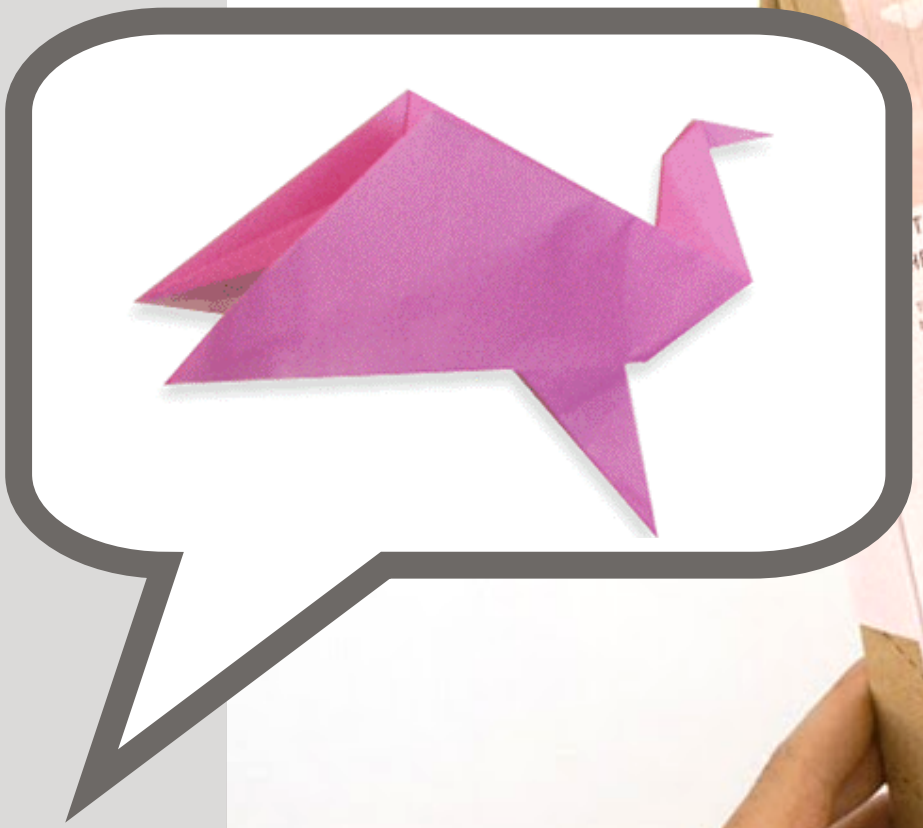
4 / titolo

Valeria Bucchetti
13 luglio 2010

Parola chiave
origami

5 / new medium

Valeria Bucchetti
13 luglio 2010



Parola chiave
origami

6 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Campagna "emancipazione maschile"
P. Diana

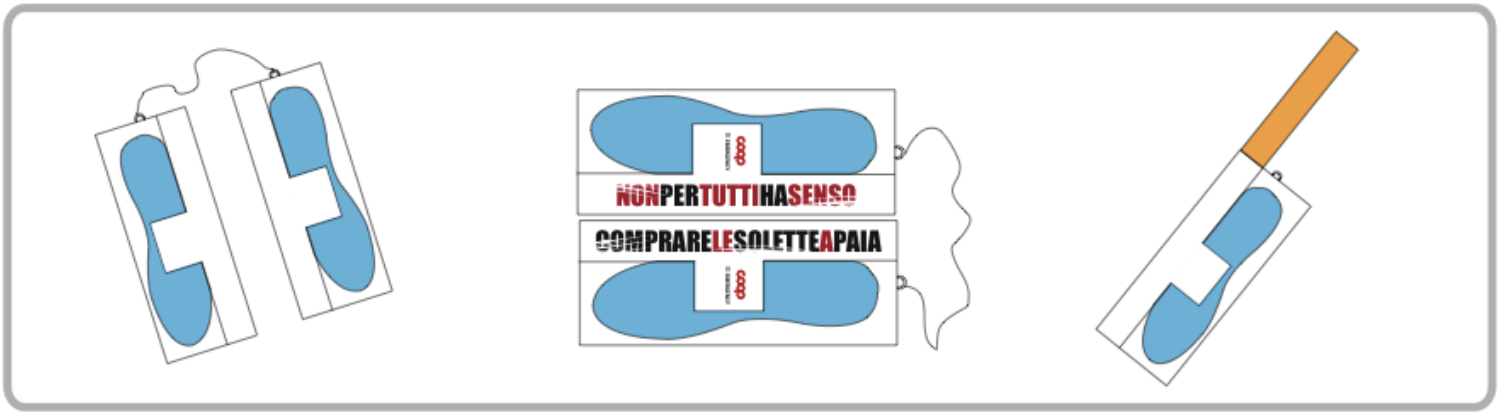
7 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Campagna "emancipazione maschile"
P. Diana

8 / new medium

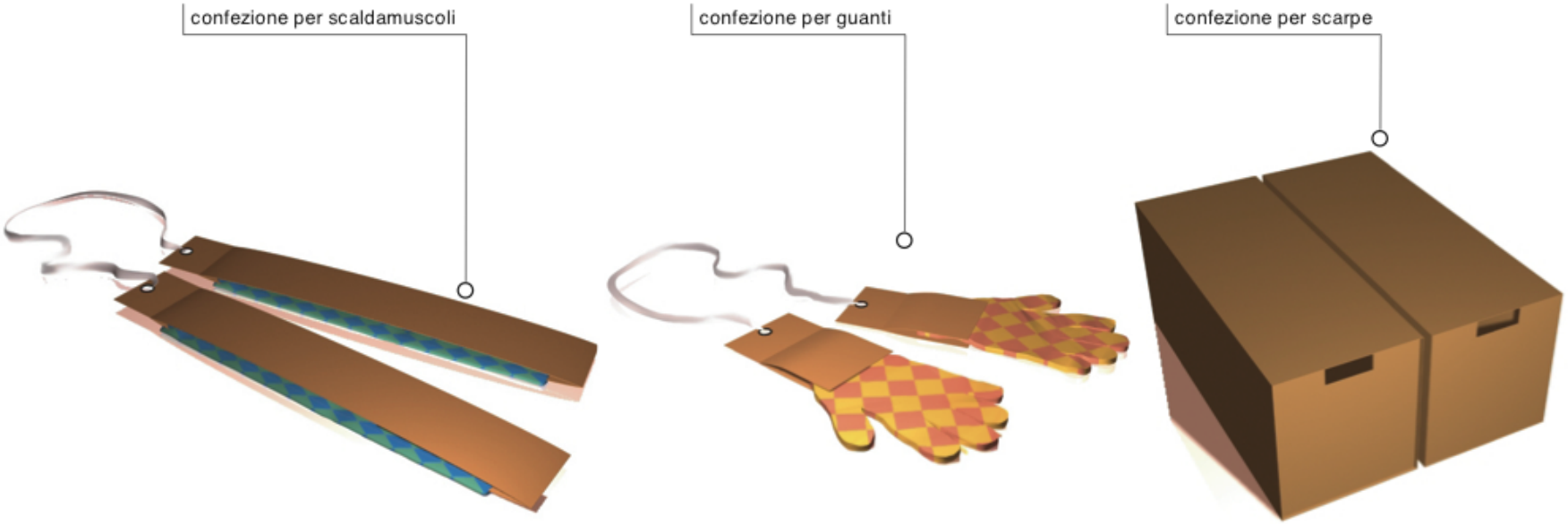
Valeria Bucchetti
13 luglio 2010



Parola chiave
Campagna
“antimine”
Simone Trotti

9 / new medium

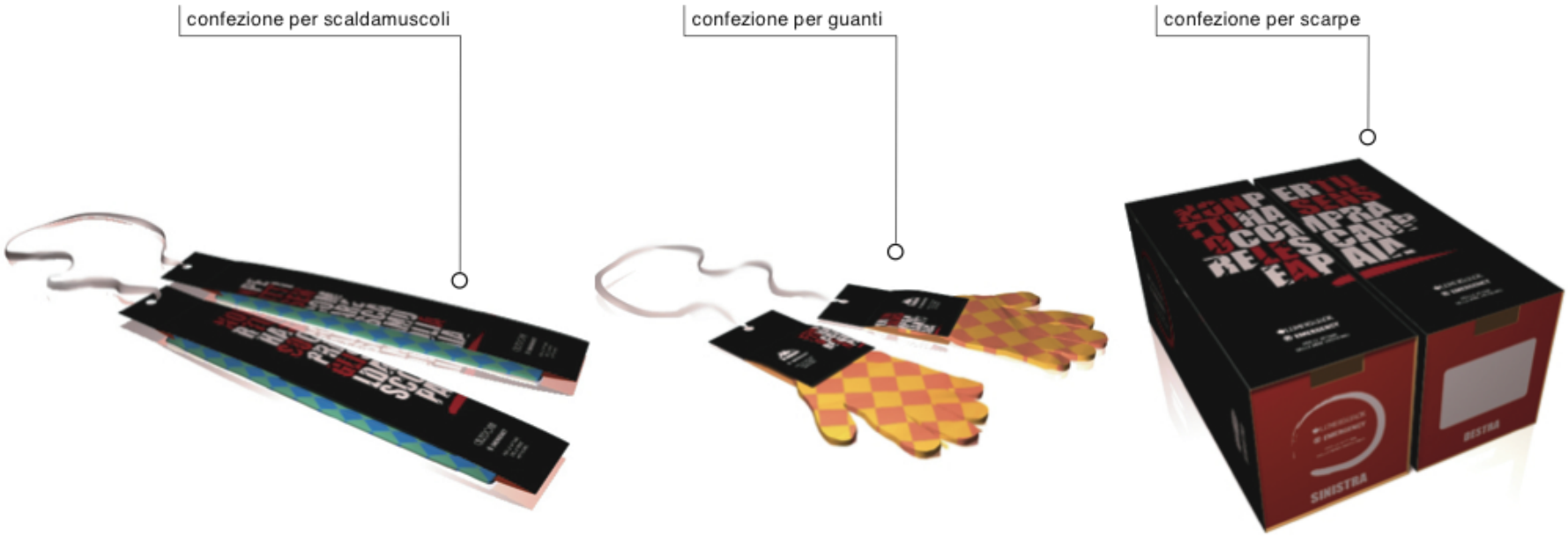
Valeria Bucchetti
13 luglio 2010



Parola chiave
Campagna
“antimine”
Simone Trotti

10 / new medium

Valeria Bucchetti
13 luglio 2010



Parola chiave
Campagna
“antimine”
Simone Trotti

11 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Campagna
“antimine”
Simone Trotti

12 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Mine antiuomo

13 / new medium

Valeria Bucchetti
13 luglio 2010

make a mark with a limited budget, a great idea, ambition and skill.

It also shows the upside of young New Zealanders' hankering to travel. While Sydney and then London, with perhaps a stop-off via Hong Kong, have traditionally been Kiwi creatives' overseas stomping grounds, an increasing number of Kiwis are breaking into the tough US advertising market as New Zealanders ignore boundaries and pick and choose the most exciting markets to work in. Just as exciting is the steady arrival of worldwide creatives deliberately seeking out New Zealand, not as a retirement paradise, but because they get to do work now that would take years to crack back home.

Kiwi creatives are helping their Aussie mates look good too. Last year's much talked about 'big ad' for Carlton Draught had an Aussie client and an Aussie director of photography but was put together here by Kiwi line producers and directed by New Zealander Paul Middleditch. Who said the Anzac spirit was dead?

What is it about New Zealand creatives—and the brich, the suits and planners who make it happen—that they are punching way above their weight in the world? And what can other New Zealanders learn from them?

Peter Maher, who now heads Macquarie Bank's Financial Services Group in Sydney, spent most of the 1980s and 90s in New Zealand marketing, building brands such as Arnott's, Campbell's and DB. When he crossed the Tasman in 1998 he was disappointed.

"I'd been used to stand-out creatives," he says. "The standard of creativity [in Australia] was just not all that inspiring. Now all around you see Kiwi agencies, Kiwi creative directors." Just another biased Kiwi? "Look at the stats, it's not just a bias." Maher's own creative teams have included Maurice Tame, servicing the bank out of Auckland, and DesignWorks Enterprise IG, whose Sydney creatives are Kiwis.

Dave Walden, chief executive of Whybrd DDB, has had roles in Sydney and Melbourne as well as New Zealand and reckons one of the standout things about our market is that the large shops are the most creative. "In other markets the great ideas come from small boutiques, but here the big players are producing the brave ideas," he says. "With the use of the

36 www.dmarg.co.nz

Parole chiave
Mine antiuomo

Valeria Bucchetti
13 luglio 2010

Parola chiave
Denuncia
caporalato
M. Minoggio

15 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Campagna "persone scomparse"

16 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Campagna "persone scomparse"

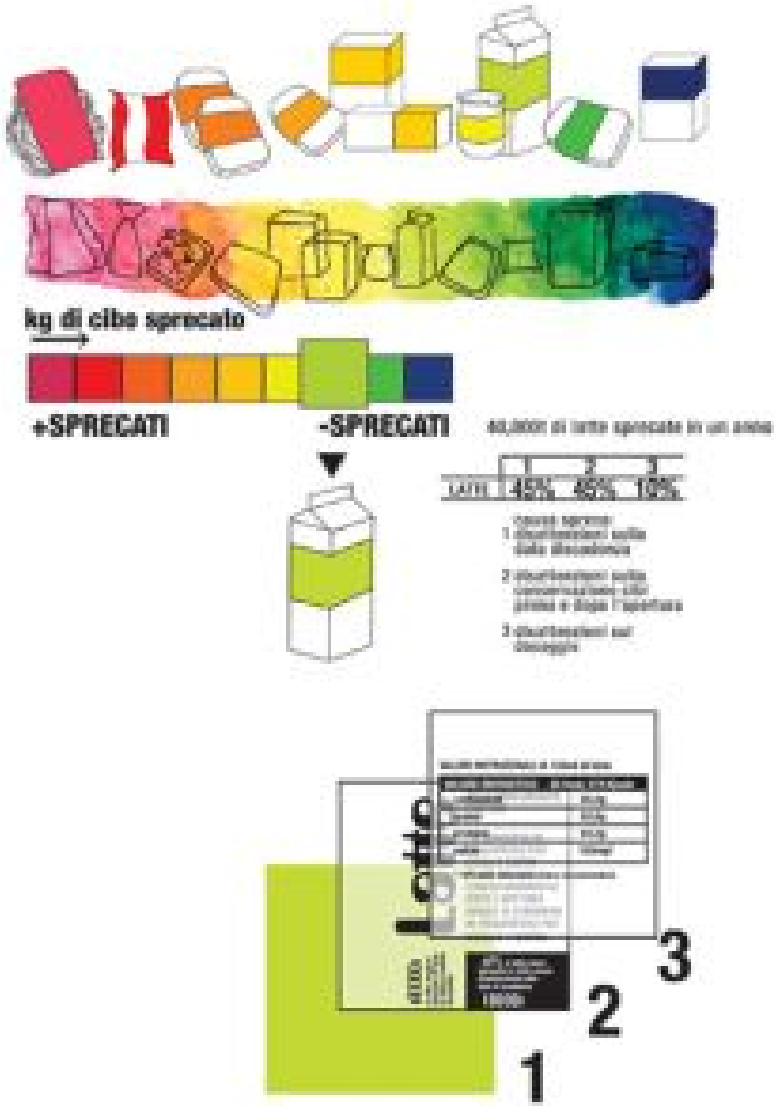
17 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Campagna
“sistema metrico”

18 / new medium

Valeria Bucchetti
13 luglio 2010



Parola chiave
Campagna
“antispreco”
F. Bardelli

Valeria Bucchetti
13 luglio 2010

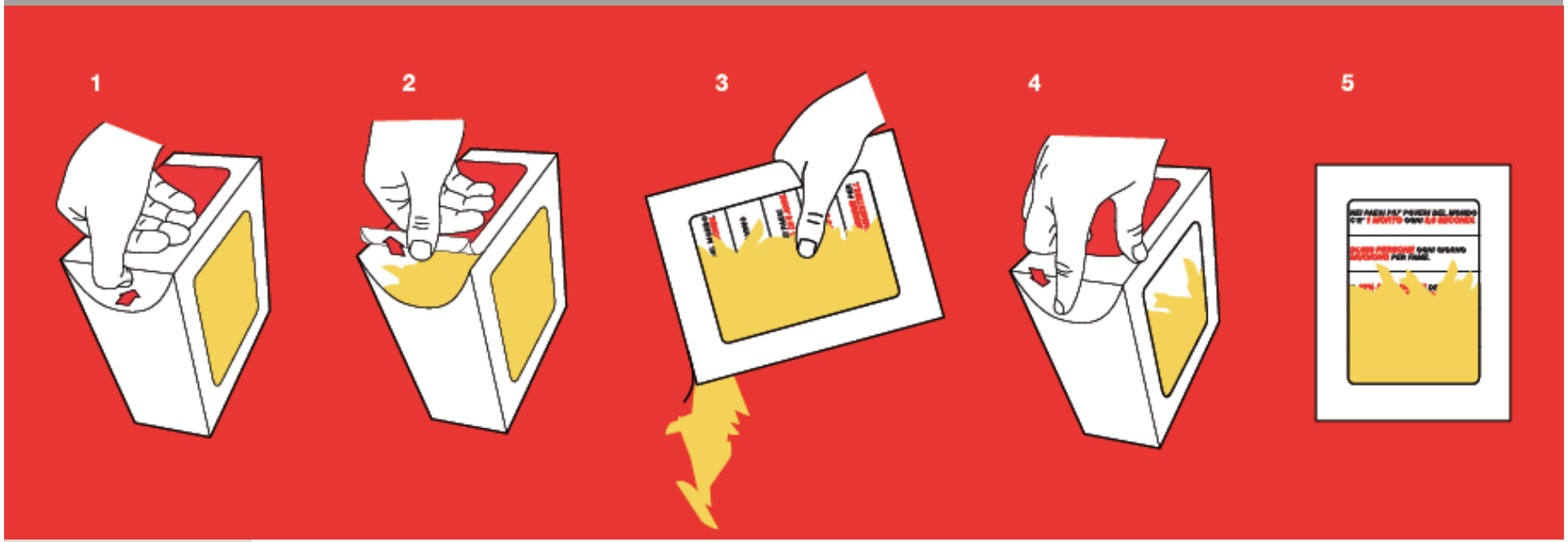
Il progetto vuole esasperare gli aspetti dello spreco: da un lato associando a un sistema di dosaggio del prodotto un disvelamento graduale di messaggi di sensibilizzazione, dall'altro fornendo ricette e consigli per il riutilizzo degli avanzi di cibo.

Caratterizzato da un **linguaggio grafico essenziale**, in particolare dall'uso di due soli colori (bianco e rosso), la confezione presenta sulla faccia principale una finestra trasparente graduata, che funge da dosatore. Il progressivo abbassamento del livello del contenuto disvela **messaggi dal tono drammatico riguardanti il problema della fame.** L'etichetta rossa adesiva, che si esten-

Parola chiave
Spreco
RedPack
A. Calzolari

20 / new medium

Valeria Bucchetti
13 luglio 2010



Parola chiave
Spreco
RedPack
A. Calzolari

21 / new medium

Valeria Bucchetti
13 luglio 2010

Parola chiave
Shopper /rifiuti
ecopack
S. Annibale

22 / new medium

Valeria Bucchetti
13 luglio 2010

La confezione diventa il tuo sacchetto della spesa.

Non spazzatura.

Parola chiave
Shopper /rifiuti
ecopack
S. Annibale

23 / new medium

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – APERITIVO SENZA SPRECO (APERITIF WITHOUT WASTE)

http://www.packagingdesignarchive.org/archive/pack_details/1390-aperitivo-senza-spreco-aperitif-without-waste

Sistema Bibl...co di Milano | Google Traduttore | Identificazione | Yahoo! TV – ...imi 6 Giorni | La Repubblica | Politecnico ...à del design | Murst | Apple | .Mac | Amazon | Notizie | YT

packaging design ARCHIVE

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POLITECNICO DI MILANO. INDACO DEPARTMENT. COMMUNICATION DESIGN RESEARCH AND TEACHING UNIT (UDRD D.COM)

SEARCH

SEARCH | Advanced search

BROWSE BY PROPERTY

COMMUNICATION ELEMENTS
- Use of texture and shapes
- Use of colour
- Use of illustration
- Use of photography
- Use of typography
- Use of pictograms
- Use of structure
- Surface Effects

LANGUAGES
- Contamination
- Moods and Trends

MATERIAL CATEGORY
- Materials

MORPHOLOGY
- Structure
- Structural Components

PRODUCT CATEGORY

APERITIVO SENZA SPRECO (APERITIF WITHOUT WASTE)

PREVIOUS | NEXT

Aiming to denounce the food wastage and its consequences at global level, it has been developed a packaging system for extra-domestic contexts: restaurants and fashionable places. The objective is to awaken individuals and induce them to a conscious food consumption. Through graphics and the interaction mechanisms packaging-user, it is underlined the straight connection between food, water and greenhouse gas emissions, promoting a collective reflection over food wastage.

reported by: Packaging Design Archive
on: 24.03.09

- packaging as a new medium
- reusability
- single product
- concept
- snacks
- tray
- shopping bag
- identity by pictograms
- plastics
- cardboard and paper
- contemporary
- identity by typography

SIMILAR CASES

CREDITS

Country: Italy
Year: 2008
School: Politecnico di Milano, Facoltà

24 / new medium

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – REFILL NYC

http://www.packagingdesignarchive.org/archive/pack_details/153-refill-nyc

packaging missing people

Sistema Bibl...co di Milano | Google Traduttore | Identificazione | Yahoo! TV – ...imi 6 Giorni | La Repubblica | Politecnico ...à del design | Murst | Apple | .Mac | Amazon | Notizie | YT

SEARCH

SEARCH | Advanced search

BROWSE BY PROPERTY

COMMUNICATION ELEMENTS
- Use of texture and shapes
- Use of colour
- Use of illustration
- Use of photography
- Use of typography
- Use of pictograms
- Use of structure
- Surface Effects

LANGUAGES
- Contamination
- Moods and Trends

MATERIAL CATEGORY
- Materials

MORPHOLOGY
- Structure
- Structural Components

PRODUCT CATEGORY

REFILL NYC

PREVIOUS | NEXT

reported by: Packaging Design Archive
on: 24.03.09

- identity by typography
- contemporary
- cardboard and paper
- plastics
- bottle
- labels and sleeves
- water
- new product
- single product
- information about packaging
- information about content
- identity by colour
- packaging as a new medium
- end-user packaging

SIMILAR CASES

25 / new medium

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – STEREOTYPE

http://www.packagingdesignarchive.org/archive/pack_details/1798-stereotype

packaging design ARCHIVE

POLITECNICO DI MILANO. INDACO DEPARTMENT. COMMUNICATION DESIGN RESEARCH AND TEACHING UNIT (UDRD D.COM)

SEARCH

SEARCH Advanced search

BROWSE BY PROPERTY

COMMUNICATION ELEMENTS
- Use of texture and shapes
- Use of colour
- Use of illustration
- Use of photography
- Use of typography
- Use of pictograms
- Use of structure
- Surface Effects

LANGUAGES
- Contamination
- Moods and Trends

MATERIAL CATEGORY

STEREOTYPE

PREVIOUS NEXT

reported by: Packaging Design Archive
on: 19.05.10

- identity by shape
- unusual structural association
- unusual visual association
- contemporary
- cardboard and paper
- plastics
- blister-pack
- flow-pack
- folding carton
- fruit and vegetables
- concept

Can design encourage people to rethink their relationship with healthy food to gain a balanced diet? This series of food packages uses stereotypes as a gimmick to gain the user's attention on the healthy values of vegetables

26 / new medium

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – STEREOTYPE

http://www.packagingdesignarchive.org/archive/pack_details/1798-stereotype

packaging missing people

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BROWSE BY PROPERTY

COMMUNICATION ELEMENTS
- Use of texture and shapes
- Use of colour
- Use of illustration
- Use of photography
- Use of typography
- Use of pictograms
- Use of structure
- Surface Effects

LANGUAGES
- Contamination
- Moods and Trends

MATERIAL CATEGORY
- Materials

MORPHOLOGY

STEREOTYPE

PREVIOUS | NEXT

reported by: Packaging Design Archive
on: 19.05.10

- identity by shape
- unusual structural association
- unusual visual association
- contemporary
- cardboard and paper
- plastics
- blister-pack
- flow-pack
- folding carton
- fruit and vegetables
- concept
- range of products
- end-user packaging

27 / new medium

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – OBESITY PACKAGING

http://www.packagingdesignarchive.org/archive/pack_details/1254-obesity-packaging

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BROWSE BY PROPERTY

COMMUNICATION ELEMENTS
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- Use of structure
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LANGUAGES
- Contamination
- Moods and Trends

MATERIAL CATEGORY

OBESITY PACKAGING

PREVIOUS NEXT

reported by: Packaging Design Archive
on: 10.02.09

- identity by shape
- identity by typography
- translucent
- contemporary
- cardboard and paper
- tube
- opening and closure systems
- snacks
- concept
- single product
- end-user packaging

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – DOSI QUOTIDIANE (DAILY DOSES)

http://www.packagingdesignarchive.org/archive/pack_details/1383-dosi-quotidiane-daily-doses

packaging missing people

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- Use of colour
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- Use of typography
- Use of pictograms
- Use of structure
- Surface Effects

LANGUAGES
- Contamination
- Moods and Trends

MATERIAL CATEGORY

DOSI QUOTIDIANE (DAILY DOSES)

PREVIOUS | NEXT

reported by: Packaging Design Archive
on: 24.03.09

- packaging as a new mediu
- identity by colour
- identity by system of colou
- cardboard and paper
- labels and sleeves
- fruit and vegetables
- concept
- system of graphical compo
- information about content
- information accessibility

29 / new medium

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – CLIMATE CHANGE CHOCOLATE

http://www.packagingdesignarchive.org/archive/pack_details/1562-climate-change-chocolate

packaging missing people

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- Use of structure
- Surface Effects

LANGUAGES
- Contamination
- Moods and Trends

MATERIAL CATEGORY
- Materials

CLIMATE CHANGE CHOCOLATE

PREVIOUS | NEXT

reported by: Packaging Design Archive
on: 26.06.09

packaging as a new mediu
range of products
end-user packaging
confectionery and sweetne
new product
wrapper
cardboard and paper
contemporary
identity by colour

SIMILAR CASES

From Climate Change website: "Our Climate Change Chocolate bar is meant

30 / new medium

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – UN SEME PER IL BIOLOGICO (A SEED FOR THE BIOLOGICAL)

http://www.packagingdesignarchive.org/archive/pack_details/1382-un-seme-per-il-biologico-a-seed-for-the-biol

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- Moods and Trends

MATERIAL CATEGORY
- Materials

MORPHOLOGY
- Structure
- Structural Components

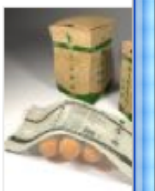
UN SEME PER IL BIOLOGICO (A SEED FOR THE BIOLOGICAL)

PREVIOUS NEXT

The awakening of consumers towards the biological agriculture and its

reported by: Packaging Design Archive
on: 24.03.09

- information about use
- information about packaging
- natural
- eco-friendly
- cardboard and paper
- bottle
- brick
- sachet
- fruit and vegetables
- juices
- concept
- range of products
- instruction through pictograms
- identity by pictograms
- packaging as a new medium



31 / new medium

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – UN SEME PER IL BIOLOGICO (A SEED FOR THE BIOLOGICAL)

http://www.packagingdesignarchive.org/archive/pack_details/1382-un-seme-per-il-biologico-a-seed-for-the-biol

packaging missing people

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BROWSE BY PROPERTY

COMMUNICATION ELEMENTS
- Use of texture and shapes
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- Use of typography
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- Surface Effects

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- Moods and Trends

MATERIAL CATEGORY
- Materials

MORPHOLOGY
- Structure
- Structural Components

UN SEME PER IL BIOLOGICO (A SEED FOR THE BIOLOGICAL)

PREVIOUS | NEXT

reported by: Packaging Design Archive
on: 24.03.09

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- information about packaging
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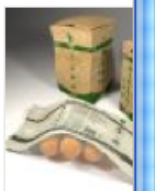
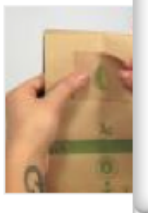
- cardboard and paper
- bottle
- brick
- sachet
- fruit and vegetables
- juices
- concept
- range of products
- instruction through pictograms
- identity by pictograms
- packaging as a new medium





The awakening of consumers towards the biological agriculture and its

32 / new medium

Valeria Bucchetti
13 luglio 2010

Packaging Design Archive – THE ECONOMIST PIZZA BOX

http://www.packagingdesignarchive.org/archive/pack_details/1629-the-economist-pizza-box

packaging missing people

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BROWSE BY PROPERTY

COMMUNICATION ELEMENTS
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- Use of illustration
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- Use of pictograms
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- Surface Effects

LANGUAGES
- Contamination
- Moods and Trends

MATERIAL CATEGORY
- Materials

MORPHOLOGY
- Structure
- Structural Components

PRODUCT CATEGORY
- Food
- Beverages

THE ECONOMIST PIZZA BOX

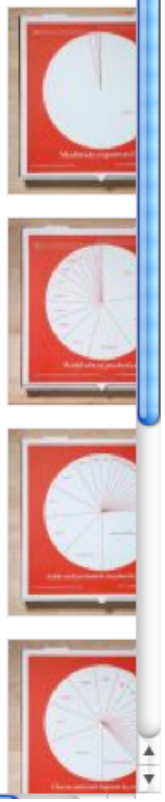
PREVIOUS | NEXT

reported by: Packaging Design Archive
on: 03.11.09

- information about content
- limited edition packaging
- packaging as a new medium
- for all
- bakery and bread
- box
- cardboard and paper
- ironic
- unusual visual association

SIMILAR CASES

CREDITS

Country: United States of America
Year: 2008
Agency: BBDO New York

Designers: David Lubars, Bill Bruce, Kara Goodrich, James Clunie