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POLITECNICO DI MILANO



DIPARTIMENTO  
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**Packaging Design Archive ([www.packagingdesignarchive.org](http://www.packagingdesignarchive.org))** is a project developed in the Department of Industrial Design, Arts, Communication and Fashion (INDACO Department) at Politecnico di Milano, at the conclusion of a research program, developed with a contribution of COMIECO (the Italian consortium for the recovery and recycling of cellulose-based packaging), finalized to the definition of tools for an observatory in the field of packaging design.

Packaging Design Archive is a tool for the monitoring of innovation in packaging design, on support for research and teaching activities, project development and business. It's an instrument based on an on-line archive of packaging projects, whose peculiarity is the cataloguing and the organization of packages according to the parameters at the base of the design practice: communication aspects (typographic, iconographic, chromatic), structural aspects, service, sustainability etc.

Through a free search or by selecting one or more specific parameters (e.g. "use of typographical elements", "use of photography", "use of shape", "classic", "ironic", "packaging as a new medium", "design for all", "reusability" etc.), users can explore the archive and find projects collected internationally from several bibliographical, documentary, on and off-line resources, experimental projects developed during teaching and research activities, specialized publications, competitions, design agencies etc.

Packaging Design Archive contains more than 1600 projects and it is always growing day by day, also thanks to the contribution of the users themselves, who can draw attention to examples of packaging they consider particularly innovative and in line with the philosophy of the archive.

The section "My Archive" let the users, once they register (freely), to build their own personalized archive, by collecting the projects they choose. It also possible to download a printable version of the page of each project, with information and images of the package selected.

Packaging Design Archive aims at being the point of contact between the excellence of the academic research and the demand of innovation by designer and enterprises. Packaging Design Archive is the result of a research work in the field of packaging design, which has been carried out for many years by a structured group of researchers and professionals at Politecnico di Milano, in the INDACO Department and on support for the teaching activities in the Communication Design Degree of the Design Faculty. The continuous investigation and the monitoring of the research area has then allowed the knowledge systematization and the definition of consultation tools, on support for the project and oriented to the innovation development.

Packaging Design Archive was developed by the Identity Systems / Packaging Design research group of the Communication Design Research and Teaching Unit (UdRD d.com) of the INDACO Department.

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