



RETERURALE NAZIONALE 20142020



HACKATHON 2024 *camp*

Vasto
29/02
AGO/SET



The page features several decorative elements: a series of vertical lines in orange, red, pink, purple, teal, dark green, and light green on the left side; a large lime green semi-circle at the top right; and a magenta semi-circle on the right edge.

Geometrie delle relazioni:

architettura e design in agricoltura

a cura di Chiara Pirro



Laura PIRRO

architetto e designer

#food

#packagingnarrativo

#peoplefirst

#geometrierelazionali

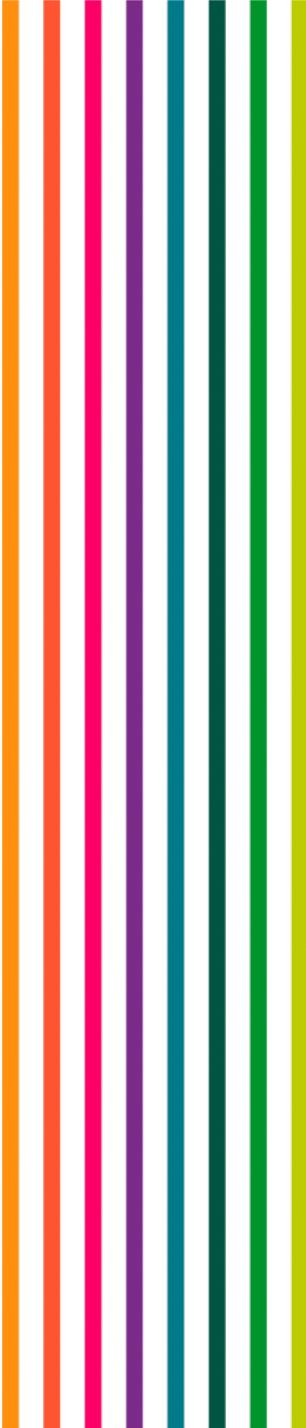


The image features a white background with decorative elements. On the left side, there are seven vertical lines of varying colors: orange, red, pink, purple, teal, dark green, and light green. In the top right corner, there is a large yellow circle. In the bottom center, there is a light blue circle.

dal packaging narrativo...

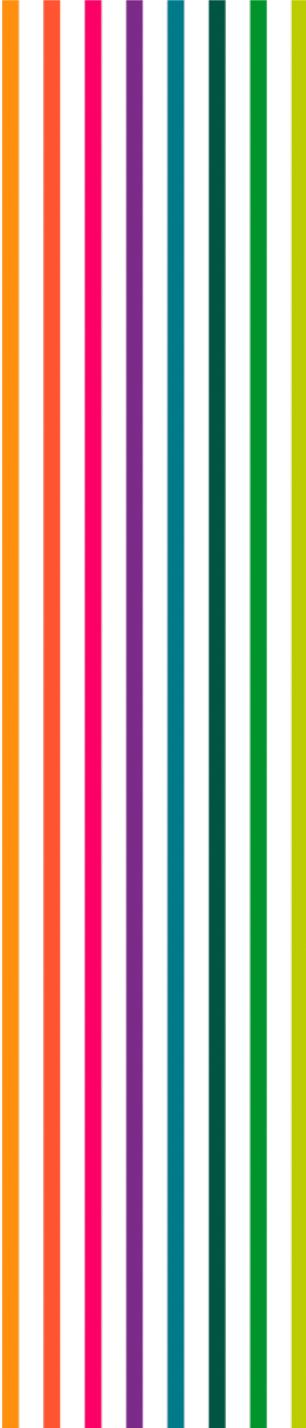
A large, dense pile of cardboard boxes, likely for shipping or storage, filling the entire frame. The boxes are various sizes and orientations, creating a complex, textured background. A bright yellow rectangular box is overlaid in the center, containing the text "SCATOLE?".

SCATOLE?



I significati più comunemente attribuiti

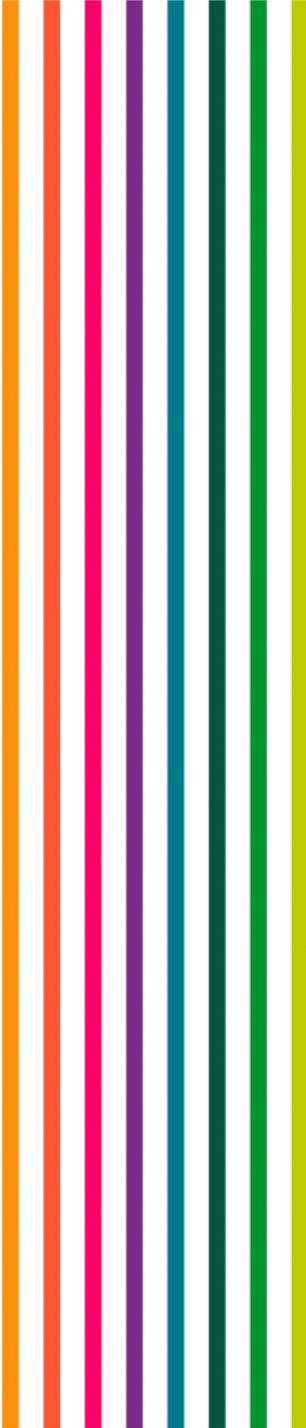
- **IMBALLAGGIO**
- **CONFEZIONE**
- **CONTENITORE**
- **PACCO**



“

*il packaging come display
e cioè come strumento
per mostrare l'anima
e la storia di un prodotto*

[Critica portatile al visual design]
Riccardo Falcinelli



IL PACKAGING NARRATIVO: UN DISPOSITIVO EMOZIONALE

come il packaging può innescare processi di relazione?

*Un'esperienza immersiva
capace di veicolare valori veri,
un DISPOSITIVO EMOZIONALE,
che arriva prima del prodotto e
porta con sé già tutta l'azienda
con le sue storie, le sue
persone e le sue attenzioni.*

UP-CYCLING e NO PACK

IL PACKAGING CON LA SECONDA VITA
E IL PACKAGING ZERO WASTE



- *Il packaging come veicolo di letteratura per bambini che trasforma gli scarti dei pack in piccoli giocattoli che aiutano la relazione con e tra i più piccoli*

[FULGARO PANIFICATORI]

azienda artigianale, S. Marco in Lamis, FG

It's important to think about packaging as a challenge and an opportunity: there are many alternative ways to produce packaging, as Pascal did.

With his products, he educates young generations to respect the environment and reduce waste.

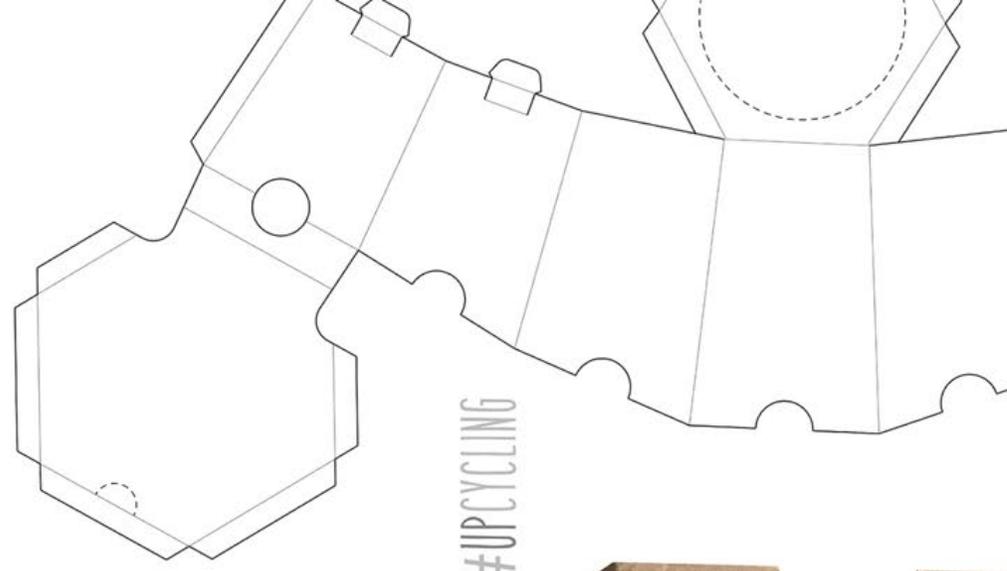


A creative process of transforming by-products, waste materials, useless, or unwanted products into new materials or products of better quality or ecological value. Products such as taralli and cookies are wrapped in paper made up of citrus peels.

This package is made with raw cardboard, printed with one color to minimize its environmental impact. "King Arthur" Panettone package is designed to be reused: it can be easily transformed into a funny crown for this little king.

THE SO CALLED "SUSTAINABLE PRODUCTION CYCLE" TOO OFTEN FOCUSES ON THE CULTIVATION AND PRODUCTION STEPS WITHOUT CONCERN FOR THE PACKAGING,

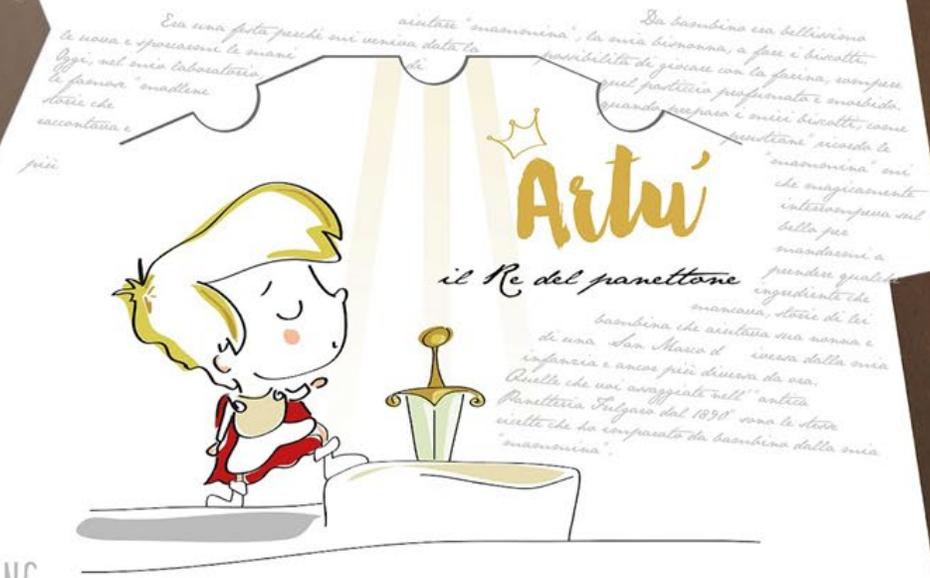
which has the highest environmental impact in the whole process. Within "power circularity"



#UPCYCLING



#PLAYCKAGING



playckaging





marketing territoriale

UP-CYCLING

IL PACKAGING CON LA SECONDA VITA



- *Il packaging da imballaggio e trasporto diventa accessorio di arredo che stimola la creatività*

[MIO PADRE È UN ALBERO]

azienda agricola olivicola, S. Severo, FG

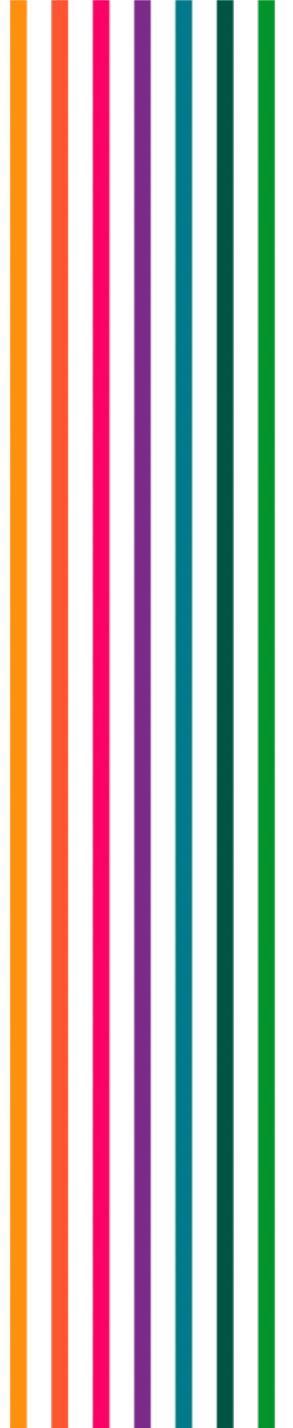




#re-inventami

RE-USE





SMART PACKAGING

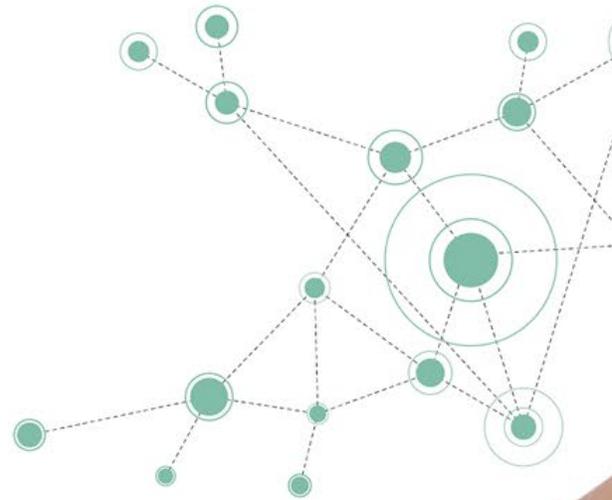
IL PACKAGING CONNESSO ED ETICO

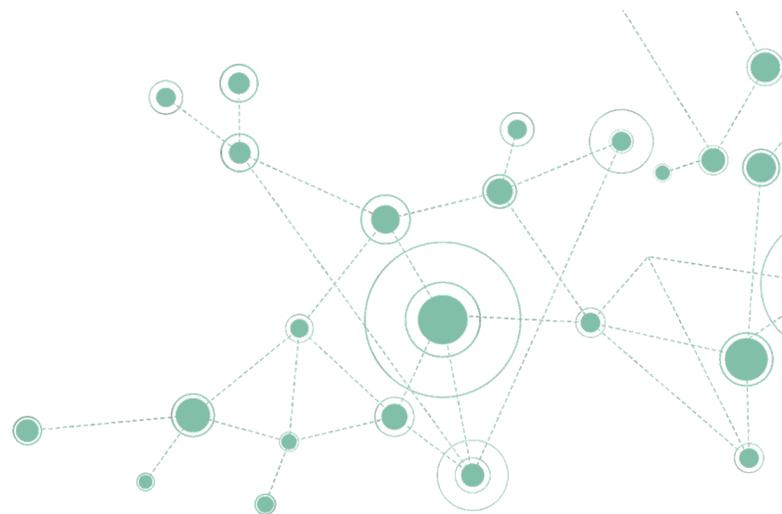


- *Il packaging intelligente che monitora gli allevamenti e incentiva il rapporto tra consumatore e mondo agricolo*

[LE SELVAGGE]

azienda agricola avicola, Nembro, BG





IL POLLAIO CONNESSO





PACK SOLIDALE

- *donate le prime 15.000 uova alle comunità colpite dal covid19 nella Val Seriana*



PACKAGING e DESIGN XP

IL DESIGN DELLE RELAZIONI

- *Il packaging come strumento di relazioni e valorizzazione delle reti di agricoltori*

[VAZAPP_TERRA TERRA]

APS e cooperativa di servizi, Foggia,
FG

Sogni d'ORTO

Porta a casa tua i frutti della
nostra **Filiera Colta**[®]!

Sogni d'orTo è un cuscino
che racconta le persone e i
territori che **Vazapp**[®] ha
incontrato nel corso di tutte le
Contadinner[®] in Capitanata.



202020
contadinner



A person wearing a red, white, and black plaid shirt and light blue jeans is sitting on a colorful, patchwork picnic blanket on a grassy field. They are holding a glass of amber-colored liquid. In front of them is a wooden cutting board with several crackers topped with a dark spread, a small jar of the spread, and a knife. There are also some fresh fruits like apples and blueberries scattered on the blanket. Another person's arm in a red plaid shirt is visible on the right side of the frame, also holding a glass. The scene is bright and sunny, suggesting a pleasant outdoor picnic.

speak-nic

ESTERO





RISULTATI PRINCIPALI



- **innovazione sociale**
- **valorizzazione rete**
- **export estero**
- **incremento vendite**

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...al ruralismo tattico



che cos'è l'urbanismo tattico?



A person wearing a brown t-shirt and blue jeans is holding a yellow measuring tape in a field. The tape is stretched across the ground, showing markings for 10 and 20 meters. In the background, there are several cardboard boxes, some of which are open, and a person in a purple shirt is partially visible. The ground is covered with dry grass and straw.

*come traslare la stessa cosa
in campo agricolo?*

cosa c'è in Italia oggi?



STRUMENTI



picchetti



zappa



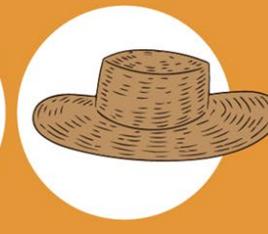
corda



rollina

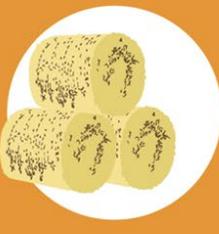


guanti



cappellino

MATERIALI



rotoballe



balle



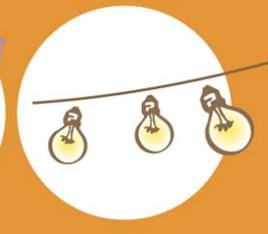
cassette



pallet



cuscini



luci



decorazioni



pannelli



cibo



packaging



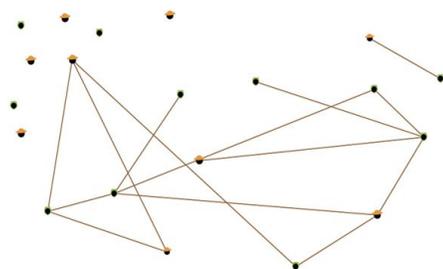
piante



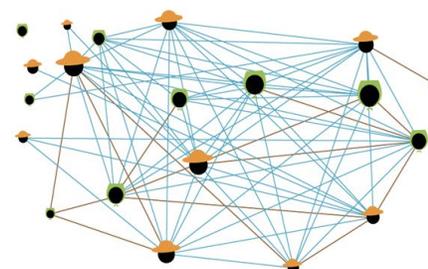
amore

CONTADINNER

LA CENA CHE NON C'ERA



PRIMA

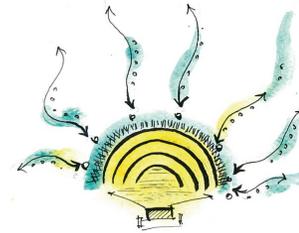


DOPO

- *Ascolto dal basso nelle case dei contadini*

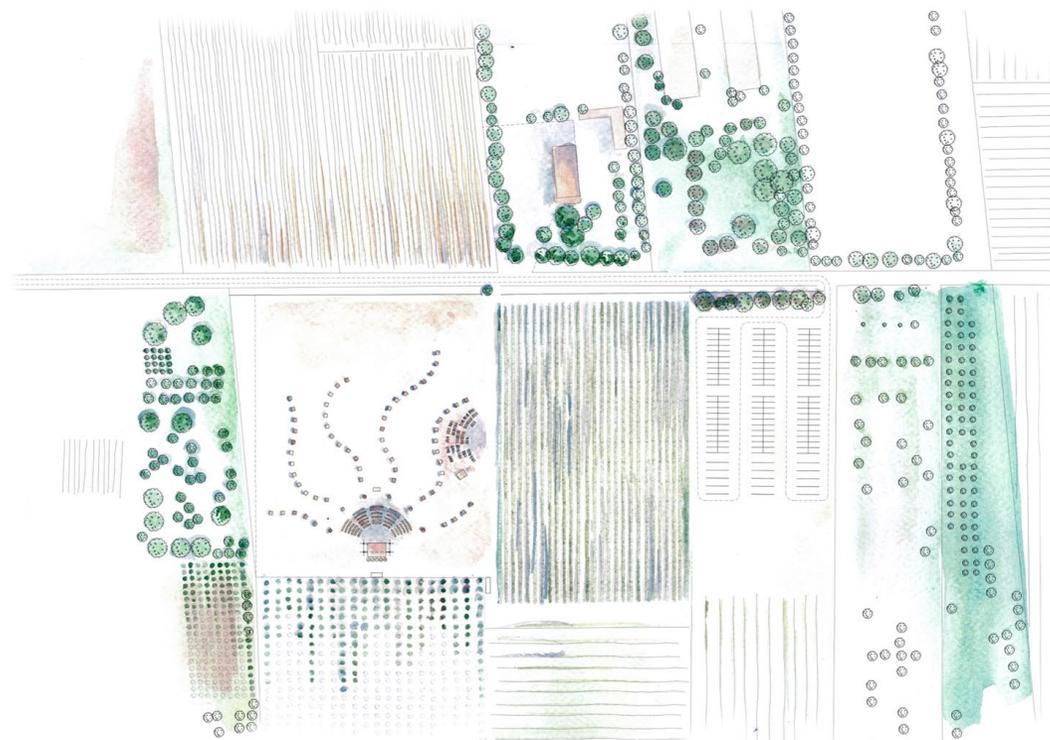






TEATRO DELLA MEDUSA

IL TEATRO VA IN CAMPAGNA



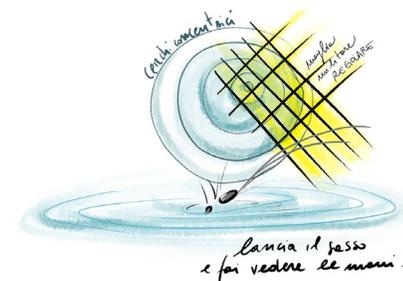
- *Un campo agricolo diventa un teatro effimero per una settimana*





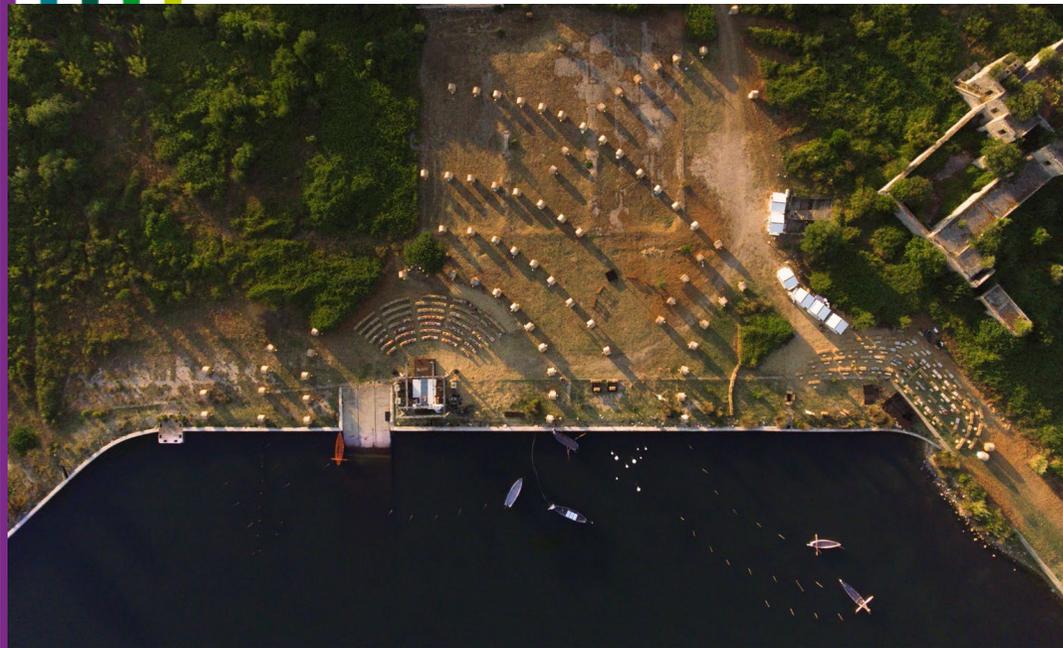
TEATRO DELL'ONDA

IL TEATRO ABITA L'ABBANDONO



- *Un idroscalo abbandonato da oltre 60 anni diventa un teatro effimero ed un luogo di arte*

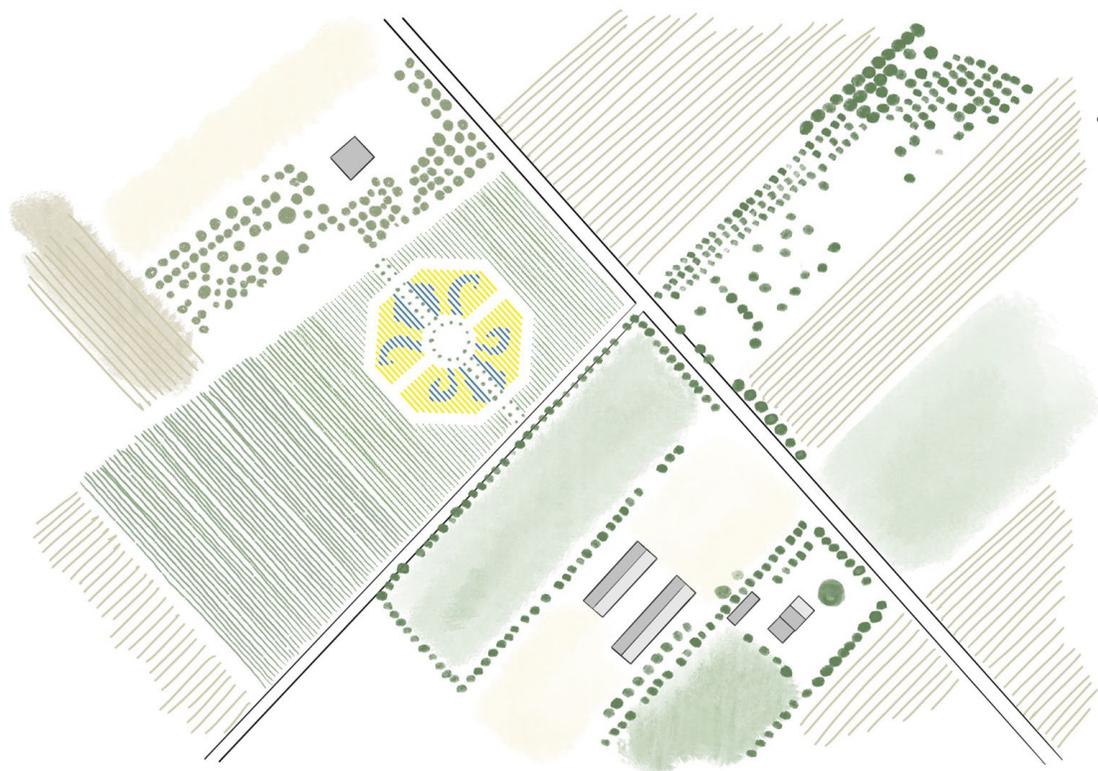




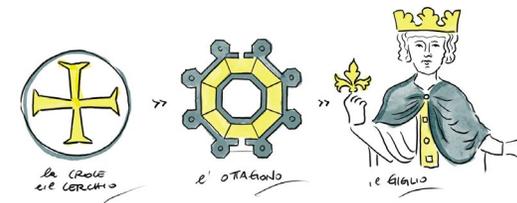
<https://youtu.be/ZvDxJ0ipkRM>

VIGNETTI

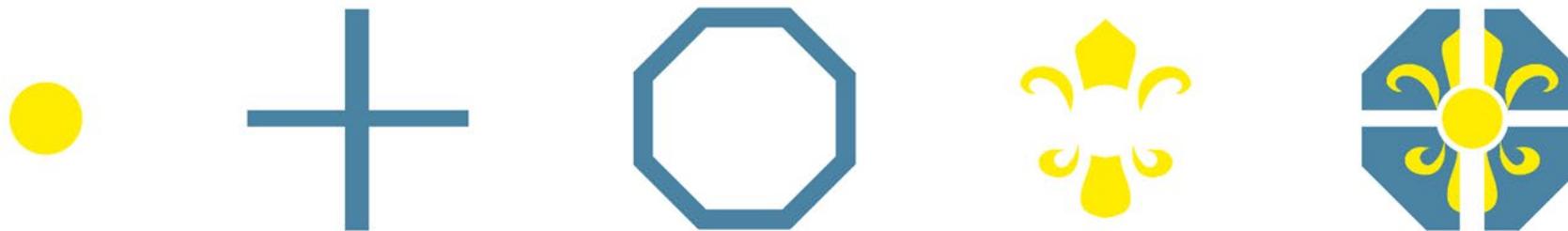
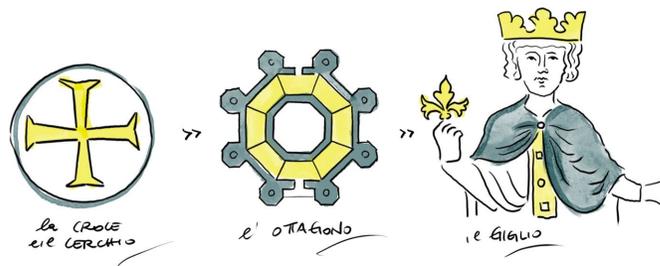
IL VIGNETO DI FEDERICO II

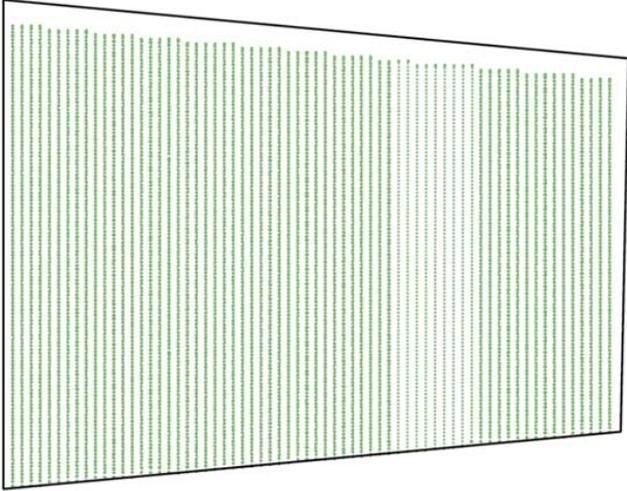


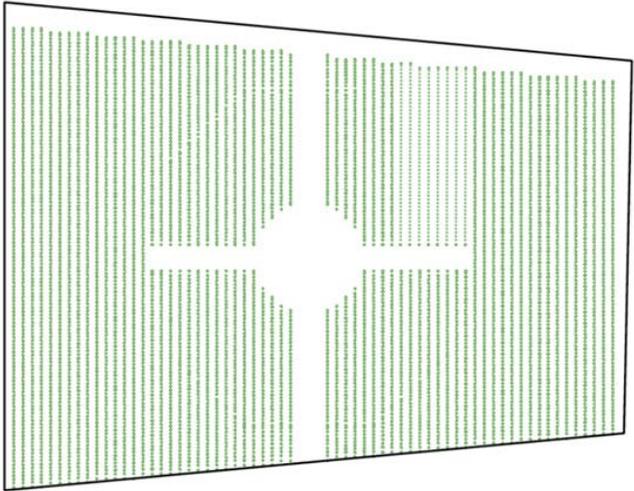
- *un vigneto diventa
progetto di paesaggio
permanente*

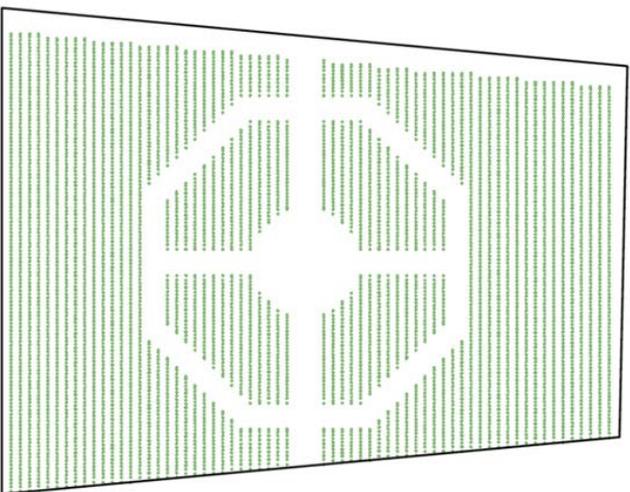


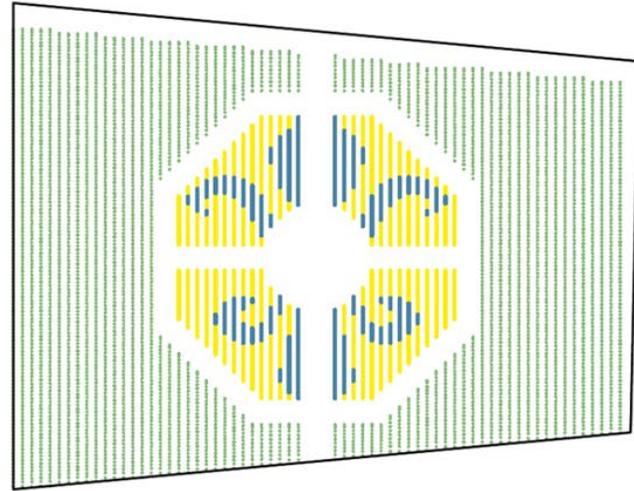












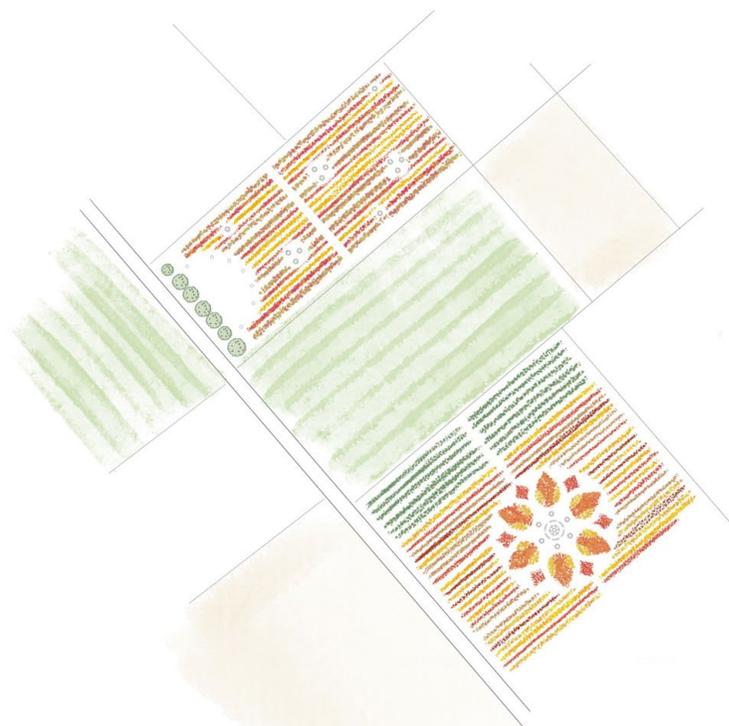


<https://www.youtube.com/watch?v=gmJXjKnIUbc>



MANDALA | ROSONE | DEDALO

IL CAMPO DI GIRASOLI



- *un campo di girasoli progettato per accogliere e diventare allestimento temporaneo di paesaggio*

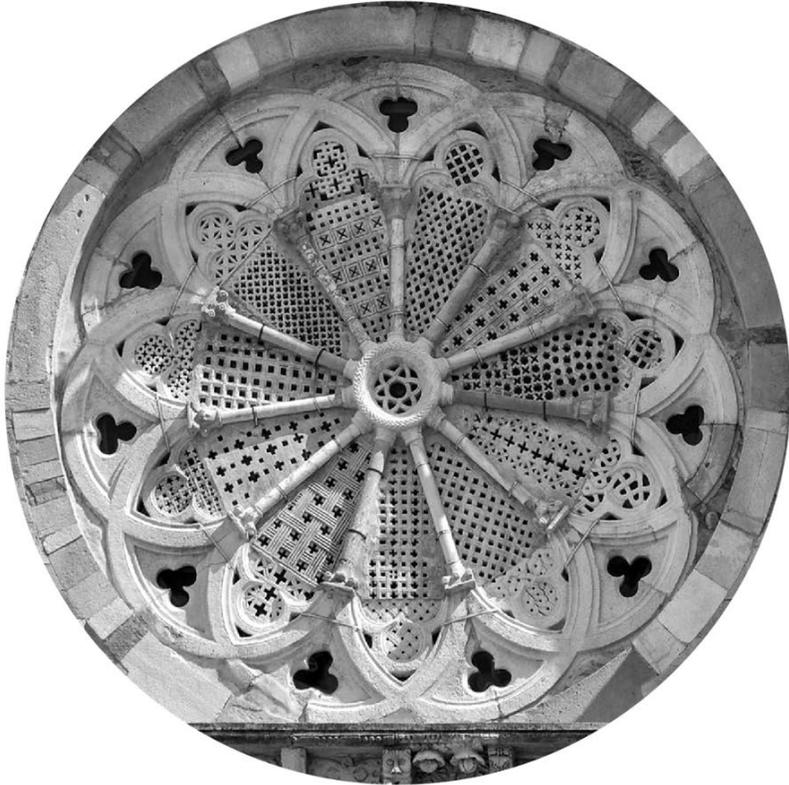


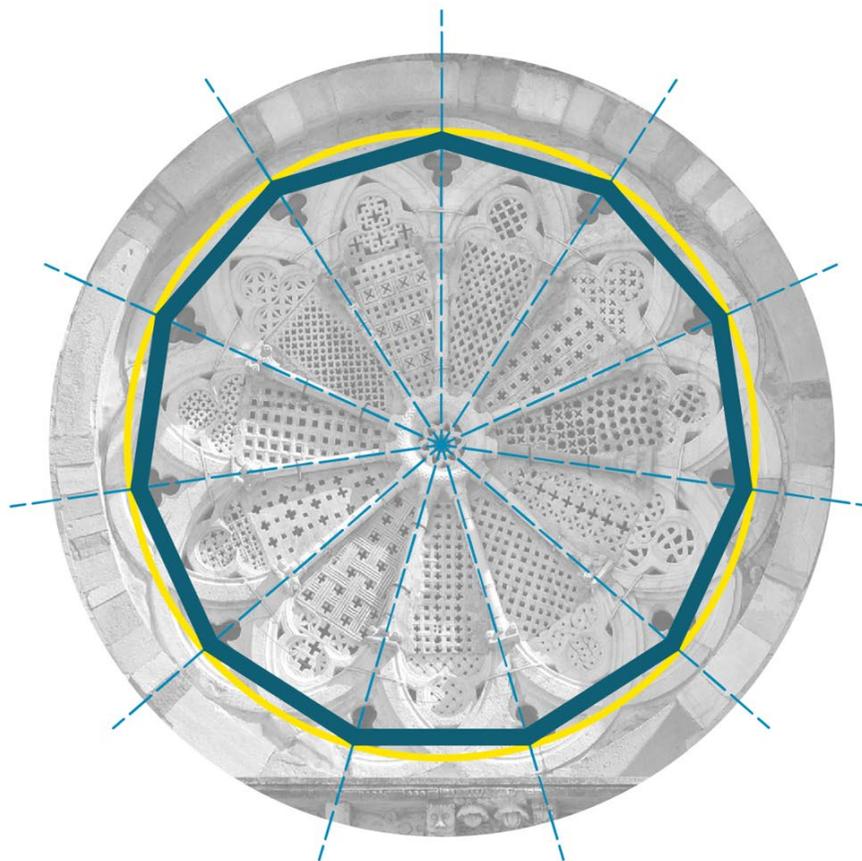
2022

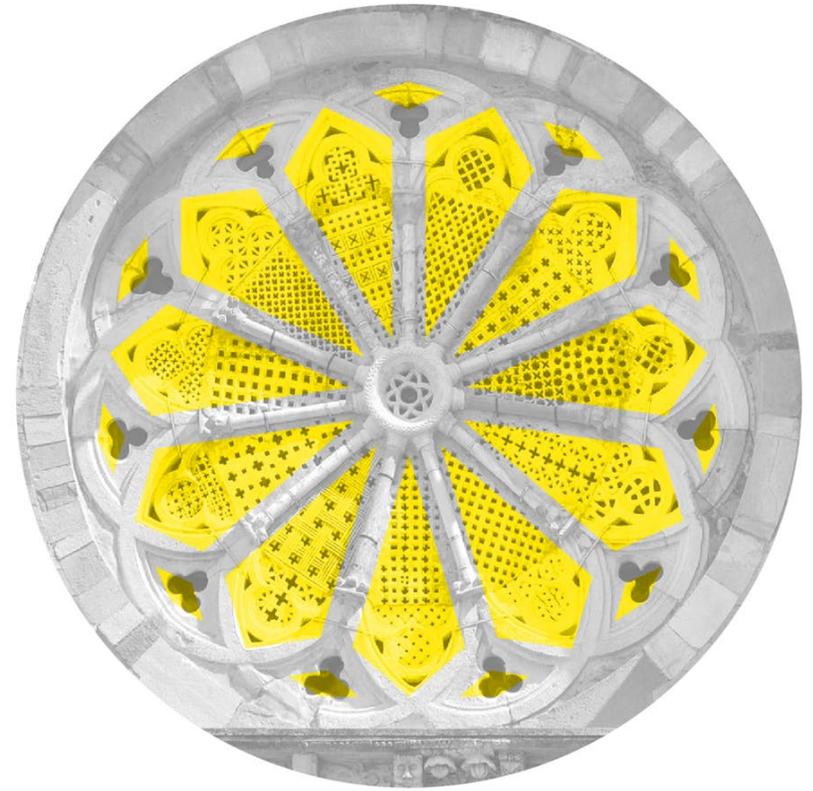


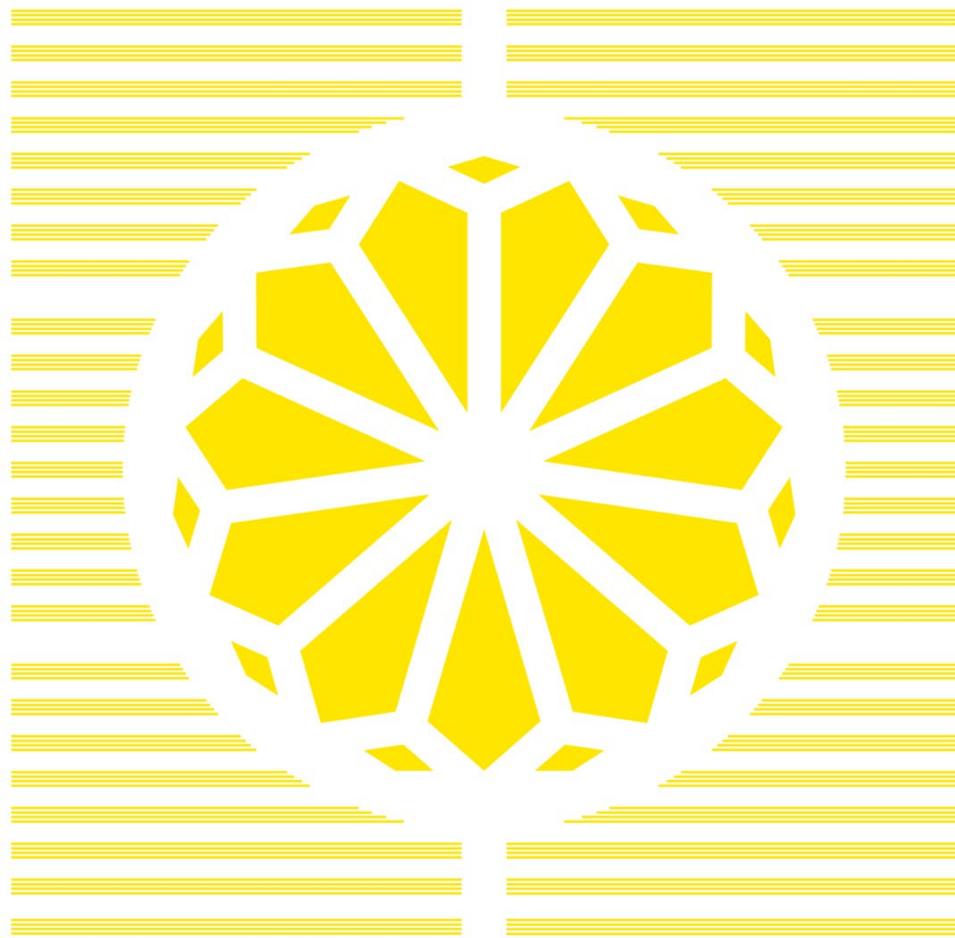


2023

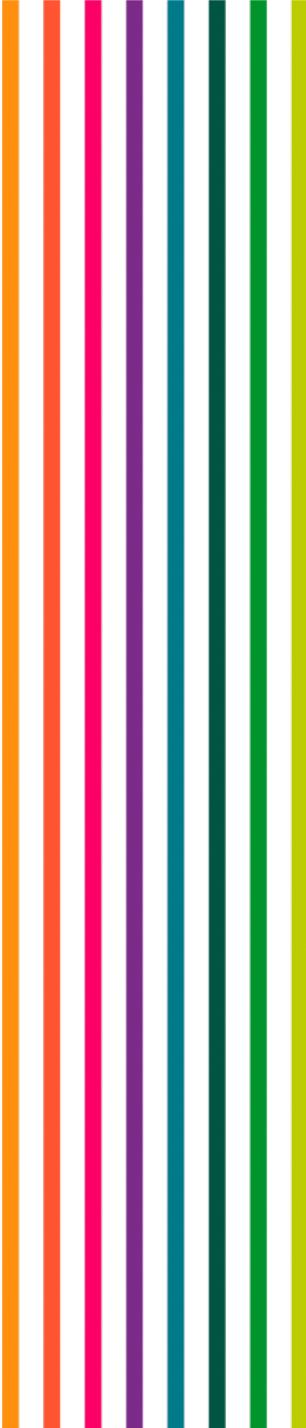










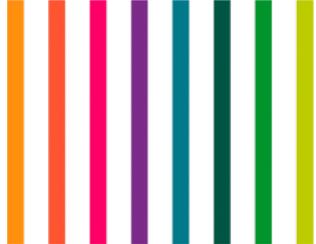


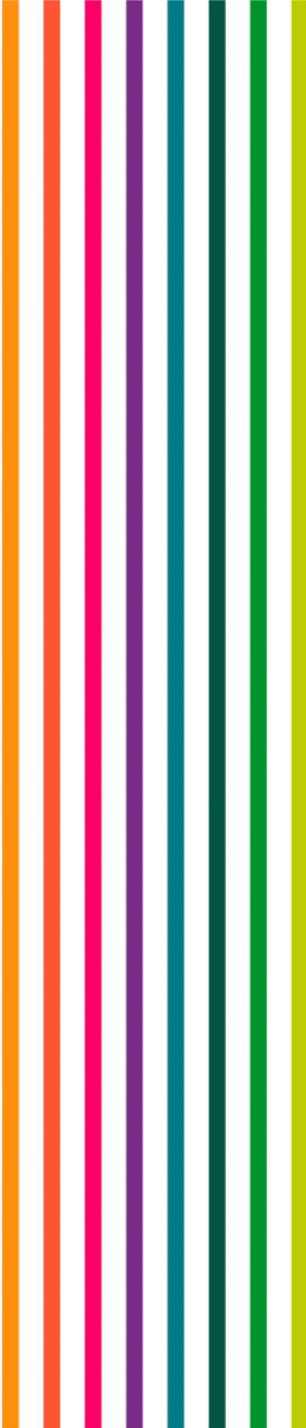
2024



<https://www.instagram.com/reel/C9xbZjHN8bT/?igsh=MTZsdGhiMm94N293aw==>







Le campagne sono un luogo che molti di noi pensano come arcaico e lento, mentre si rivela come un regno incredibilmente agile e flessibile, più di qualsiasi metropoli moderna.

Samir Bantal



“

La creatività richiede il coraggio di sbarazzarsi delle certezze.

Erich Fromm

siate eretici