

MAGNIFICENT5



Properties list:

- end-user packaging
- range of products
- update
- limited edition packaging
- labels and sleeves
- bottle
- metals
- pop
- smooth
- unusual visual association
- identity by shape
- identity by typography
- identity by illustration
- identity by colour
- identity by textures and patterns
- soft drinks

In 2005, Coca-Cola developed a line of five collectable aluminum bottles called the Magnificent 5 or M5. The soft-drink giant commissioned five different graphic design studios across the world to design the new line, which feature modern and hip designs aimed at young and creative consumers. The five graphic design firms are: The Designer's Republic (UK), Lobo (Brazil), MK12 (United States), Rex & Tennant McKay (South Africa), and Caviar (Japan). These new aluminum bottles will only be featured at "the world's most exclusive clubs and lounges". The bottles will be released first in Germany, Spain, Brazil, Mexico, and Italy. After one to two years Coca-Cola will decide whether or not to retire the designs.

Reference: <http://packagingsoftheworld.blogspot.com/2008/03/i-love-my-m5.html>

Credits:

Year: 2005

Other images:

