

ANTIPODES



Properties list:

- information about content
- end-user packaging
- single product
- new product
- water
- bottle
- glass and ceramics
- minimal
- identity by typography
- transparent

The Antipodes are a group of rocky islands of the southern Pacific Ocean southeast of New Zealand, so named because they are diametrically opposite the globe from Greenwich, England. Arriving back to New Zealand after 6 years away the first thing that hit Simon Woolley, founder of Antipodes, was the large presence of imported waters in all of New Zealand's restaurants. It is a high quality New Zealand water and it has been packaged it to compete with the European waters people drink in restaurants. Rather than copy the European packaging Antipodes went for something far more contemporary and stylish which they believe is far more reective of the modern New Zealand. Spare, minimal and beautiful of form, these bottles are a great example of 'fancy water.

Reference: <http://www.antipodes.co.nz/> , <http://brandonblog.wordpress.com/2007/02/23/water-issues/>

Credits:

Country: New Zealand

Agency: Antipodes T.D.

Other images:

