

ABSOLUT DISCO BALL



Properties list:
end-user packaging
single product
new product
bottle
alcohols and spirits
glass and ceramics
metals
transgressive
smooth
mirrored
metallescent

Reference: http://www.dandad.org/inspiration/creativityworks/08/pdf/Absolut_Disco.pdf

Credits:

Country: Sweden

Year: 2007

Agency: Family Business

User: V&S Group

Designer: Mårten Knutsson

Awards: D&AD, 2008

Cannes Lions "Promo

silver", 2008

Other images:

