

OGO WATER



Properties list:
end-user packaging
single product
new product
water
labels and sleeves
bottle
plastics
transparent
identity by shape
identity by typography

The O-Company's 33cl bottle of OGO oxygenwater has a highly distinctive shape. Its bottle, simple and geometric should help to persuade consumers of the benefits of extra oxygen in an increasingly polluted environment. The tantalising round OGO bottle encases a uniquely high concentration of oxygenated water from the source in europe's Taunus mountains, with over 200mg of oxygen per litre, which is 35 times that of regular water. Like a capsule rich in 'well-being and vitality'. In 2002 its designer Ora-Ito received the "Oscar for the best packaging". His style is described as 'simplicity; simple in its complexity'.

Reference: <http://www.designboom.com/contemporary/pet.html>, <http://www.ogolife.com/home>

Credits:

Country: THE NETHERLANDS

Year: 2002

Designer: Ito Morabito

Award: Oscar for the Best
Packaging 2002

Other images:

