

420 SPRING WATER



Properties list:

- reusability
- end-user packaging
- single product
- new product
- water
- bottle
- glass and ceramics
- minimal
- contemporary
- transparent
- textured
- identity by shape

From FineH2O brochure:

"420 is a super premium water in a bottle that's easy on the eye, feels good in the hand and perfectly fits the clientele of elite hotel, bars, restaurants and café's.

Every drop of water has taken generations to filter through the surrounding landscape. The 420 spring is situated at the base of the South Islands Banks Peninsula - an extinct Volcano. The water fell on the Southern Alps hundreds of years ago and has spent its time meandering across the Canterbury plains to arrive clean and pure to the consumer today. In September 2006, 420 water struck gold on the world stage, winning two top awards at the prestigious bottled water world design awards in Italy. 420 water came up trumps against a record 135 entries from 30 countries, taking home the award for Best PET Bottle and Best Press Marketing Campaign. The gala awards ceremony took place at the San Pellegrino Casino in Italy as part of the Zenith International Global Bottled Water Congress in Bergamo, north east of Milan."

Reference: <http://www.fineh2o.com> http://www.dandad.org/awards2007/entry.asp?entry_id=12201

Credits:

Country: New Zealand

Year: 2006

Agency: The Wilderness

Designers: Simon Oosterdijk, Kelvin Soh

Nomination D&AD Awards 2007 for

"physical shape" category www.packagingdesignarchive.org

Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1538

Other images:

