

MOUNTAIN DEW GREEN LABEL ART



Properties list:

- end-user packaging
- range of products
- extra-use of packaging
- soft drinks
- new product
- labels and sleeves
- bottle
- metals
- contemporary
- unusual visual association
- identity by illustration
- identity by textures and patterns
- identity by abstract shapes
- arts and crafts
- limited edition packaging

Mountain Dew, one of the best-selling carbonated soft drink in the United States has launched Green Label Art, a limited-edition series of carbonated drinking bottles featuring designs created by a variety of talented great artists. This series marks the first ever carbonated soft drink which will be packaged in an aluminum bottle in the U.S. The artists were given a plain, 16-ounce aluminum bottle and they have to come up with their amazing piece of artwork expressions of Mountain Dew. There are 12 series aluminum bottle of carbonated Mountain Dew which has been inspired by those great artist.

Reference: <http://www.greenlabelart.com/>

Credits:

Country: usa

Year: 2008

User: Mountain Dew

Designers: Chuck Anderson, Dez, Haze, Pete Wollaeger
Scott Lenhardt & Danny Davis, Troy Denning

Other images:

