

# LAURETANA BY PAOLO PININFARINA

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Properties list:  
end-user packaging  
update  
water  
bottle  
glass and ceramics  
contemporary  
transparent  
identity by shape

Studio Pininfarina has re-designed the bottle for the Italian water Lauretana, in a new size, the 750 cl one, specific for the restoration. A process of "reduction" led to this new bottle: a cylindrical container, sinuous and essential, a natural dress for water. Lauretana was chosen for the exhibition "Tavole meravigliose" (marvellous tables) organized by Cosmit for "Saloni 2008" event.

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Reference: [http://www.lauretana.com/EN/prodotti\\_pininfarina.htm](http://www.lauretana.com/EN/prodotti_pininfarina.htm)

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**Credits:**

**Country:** Italy

**Year:** 2008

**Agency:** Studio Pininfarina

**Designer:** Paolo Pininfarina

Other images:

