

LAURETANA BY PAOLO PININFARINA



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.

Reference: http://www.lauretana.com/EN/prodotti_pininfarina.htm

Credits:

Country: Italy

Year: 2008

Agency: Studio Pininfarina

Designer: Paolo Pininfarina

Other images:

