

# VALVERDE BY MATTEO THUN

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**Properties list:**  
end-user packaging  
update  
water  
bottle  
glass and ceramics  
minimal  
contemporary  
transparent  
identity by shape  
identity by system of colour

ValVerde mineral water takes from a design concept by the noted Matteo Thun, whom, thanks to his creative process, has beautifully designed a new bottle made of simple and essential lines, capturing and enhancing the water's finest qualities: pureness and lightness. In order to value this precious bottle it has been chosen "to dress it" with a modern and distinctive "look" characterized by intense colours (turquoise, fuchsia and acid green) which identify the various tastes available (natural, sparkling and light sparkling) while the play on the transparency makes the double-sided label visible.

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**Reference:** <http://www.valverdewater.com/ingl/index2.html>

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**Credits:**

**Country:** Italy

**Year:** 2008

**Designer:** Matteo  
Thun

**Award:** Water  
Innovation Award  
2008: "Best bottle in  
glass", bronze medal

Other images:

