

VALVERDE BY MATTEO THUN



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.

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

Credits:

Country: Italy

Year: 2008

Designer: Matteo
Thun

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

Other images:

