

BOTTLE FOR BENIYA MUKAYU



Properties list:

- product accessibility
- new product
- reusability
- water
- opening and closure systems
- labels and sleeves
- bottle
- glass and ceramics
- cardboard and paper
- minimal
- die cut

There is a Japanese inn in Kaga Prefecture called the Beniya Mukayu. The "Mukayu" in its name is composed of three Chinese philosophy of inaction. Here we find a wealth of apparently useless things that turn our values on their head. The project of this bottle, e.g. through the logotype, wants to communicate this philosophy.

Reference: http://www.ndc.co.jp/hara/home_e/beniya/index.html

Credits:

Country: Japan

Year: 2000

Agency: Hara Design

Designers: Kenya Hara, Kentaro Higuchi

Other images: