

# BOTTLE FOR BENIYA MUKAYU

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## 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 characters 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.

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Reference: [http://www.ndc.co.jp/hara/home\\_e/beniya/index.html](http://www.ndc.co.jp/hara/home_e/beniya/index.html)

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## Credits:

**Country:** Japan

**Year:** 2000

**Agency:** Hara Design

**Designers:** Kenya Hara, Kentaro Higuchi

Other images: