

BREF WC FRESHSURFER



Properties list:

- end-user packaging
- range of products
- new product
- homecare products
- other shapes
- plastics
- playful
- ironic
- identity by shape
- identity by colour

The Henkel sub-brand Bref meets the Italian design and creativity of Alessi to create 'FreshSurfer', an original and truly amusing toilet freshener, with a surfer trying out his board. Created by Miriam Mirri, this object integrates packaging and function, technology and style.

Reference: <http://www.miriammirri.it> ,
http://www.italiainballaggio.it/italiainballaggio/01_02_06/sezioni/02_oscar/art1_oscar.html

Credits:

Country: Italy

Year: 2005

User: Henkel

Producer: Alessi

Designer: Miriam Mirri

Award: Oscar d
ell'Imballaggio 1st
place "Packaging per i
prodotti chimici e per
la casa", 2006, Italy

Other images:

